

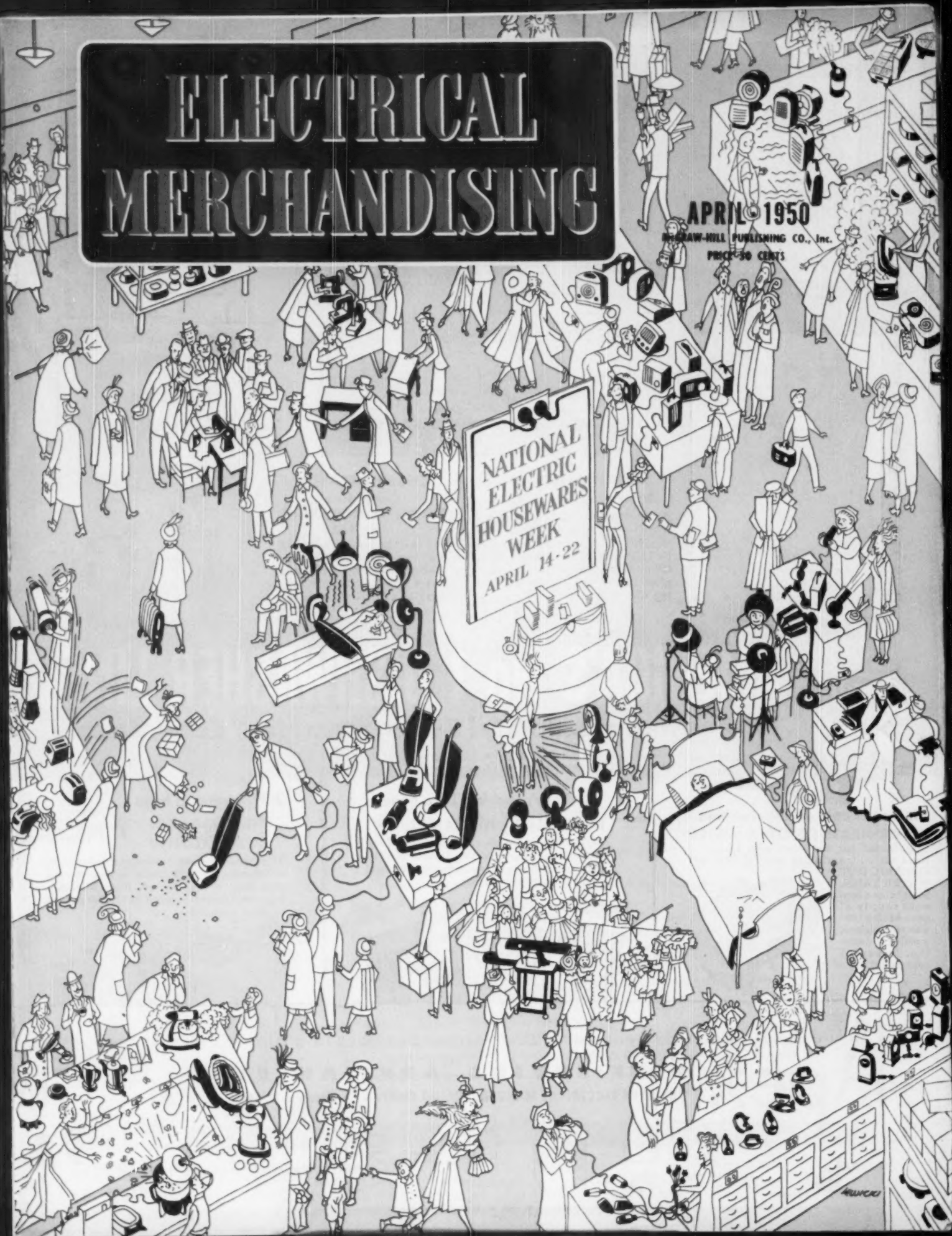
# ELECTRICAL MERCHANDISING

APRIL 1950

McGRAW-HILL PUBLISHING CO., Inc.

PRICE 50 CENTS

NATIONAL  
ELECTRIC  
HOUSEWARES  
WEEK  
APRIL 14-22





### DISH-A-MATIC Dishwasher Sink Model 922

Combines features of DISH-A-MATIC Dishwasher (below) with eye-appealing sink unit. 28" wide x 21" deep x 36" high. Modernizes any kitchen. A demonstration sells it!



### WASTE-A-MATIC Electric Garbage Disposer Model 990

Pulverizes, chews, and slices all food waste. Exclusive anti-jam feature permits continuous operation, guarantees customer satisfaction. Perfect combination-sale item with DISH-A-MATIC Sink.



### DISH-A-MATIC

Dishwasher Model 970-1

Automatically, silently does everything—even pots and pans—for service of 6 in water SUPER-heated to 180° in BUILT-IN enamel tank. Illuminated interior model with glass look-in top illustrated. Solid top also available.

### DISH-A-MATIC

"Customized"  
DROP-IN DISHWASHER  
Model 990

For installation in present wood or metal work surfaces. Same sales-claiming features as the Sink and Separate Unit. Easy to sell, easy to install.



# AMERICA'S No. 1 DISHWASHER LINE!

No line more complete! Better promoted! Easier to sell!

## HERE'S WHY

### 1. It's the only dishwasher that SUPER-HEATS ITS OWN WATER

Every model has the hottest sales feature of them all... exclusive Apex BUILT-IN ELECTRIC HOT WATER TANK. Maintains a constant supply of germ-killing 180° water for hygienic washing and rinsing. Powerful sales-closer!



### 2. They're backed by a huge PRE-SELLING AD CAMPAIGN!

29,000,000 separate ads, reaching the best prospects in your area, will tell the DISH-A-MATIC story to the able-to-buy homemakers who read the publications shown below.



### 3. They open a huge NEW MARKET OPPORTUNITY



The home-building market is a rich source of volume dishwasher sales. To help you get your share of this business, Apex is launching a consistent campaign to 175,000 readers of these magazines...



# Apex

Everything you need to do Dishwasher Business in a big way!

## HOUR-SAVING APPLIANCES

THE APEX ELECTRICAL MANUFACTURING COMPANY • Cleveland 10, Ohio



CLEANER



WASHERS



WASH-A-MATIC



AUTOMATIC  
DRYER



FOLD-A-MATIC  
IRONER



DISH-A-MATIC



DISH-A-MATIC  
SINK



WASTE-A-MATIC  
ELECTRIC  
GARBAGE  
DISPOSER







### The Cover . . .

. . . an artist's-eye-view of the unlimited volume opportunities offered alert, aggressive retailers everywhere, who get behind this year's spring Electric Housewares promotional activities starting with the National Electric Housewares Week, April 14-22.

Drawing by James Lewicki



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# ELECTRICAL MERCHANDISING

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INTERNATIONAL COVERAGE BY



ELECTRICAL MERCHANDISING—APRIL, 1950

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# LAUNDRY



## A NEW LAUNDROMAT

with the FIRST and ONLY  
**WEIGH TO SAVE** DOOR



WEIGH-TO-SAVE  
WEIGH-TO-SAVE  
WEIGH-TO-SAVE

Soon this new Westinghouse  
"WASH" WORD WILL BE THE BUY WORD  
of women everywhere!

WESTINGHOUSE ELECTRIC CORPORATION • Appliance Division • Mansfield, Ohio





# SPRINGS NEW TWINS

## A NEW CLOTHES DRYER

THAT *plugs in* ANYWHERE!  
NO INSTALLATION COST!

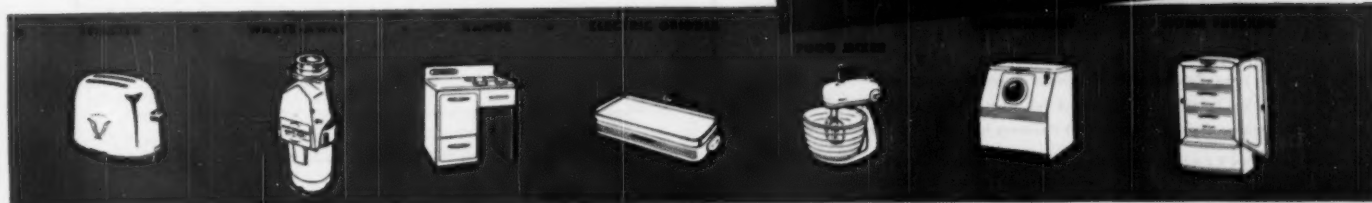


Of Course...It's Electric

*Opens a whole new  
VOLUME PROFIT field!*

SEE T-V'S TOP DRAMATIC SHOW... "STUDIO ONE"... EVERY WEEK

YOU CAN BE SURE..  
IF IT'S  
Westinghouse



# 2

## FACTS TO REMEMBER *about A.O. Smith Automatic* WATER HEATERS

Fact  
1

**Currently More  
National Water  
Heater Advertising  
Than for Any Other Water Heater Line!**

Fact  
2

**Advertising that  
is Nine Times  
More Effective!**

A survey by Market Facts, Inc., an independent research organization, finds this to be true:

National advertising for A. O. Smith Automatic Water Heaters is *nine times more effective* than all competition... nine times as many "Permaglas" Water Heater buyers were presold by national advertising than were buyers of all other brands.

Think what this means to you... and the effect it has on your prospects!

Remember! A.O. Smith offers you a complete line of electric water heaters—the *only* water heaters that you can demonstrate—backed by the most powerful national advertising program and selling helps in the industry.

*For quick action, send the coupon!*



**LIFE**  
**POST**  
**AMERICAN HOME**  
**Better Homes**  
and Gardens  
**HOUSE BEAUTIFUL**  
**GOOD HOUSEKEEPING**  
**ARCHITECTURAL forum**

Your prospects are reading more national magazine advertising for A.O. Smith Automatic Water Heaters than for any other make... in all the magazines shown here. Striking ads that readers can't miss. Watch for them in 1950! Tie in with them!

Atlanta 3 • Boston 16 • Chicago 4 • Dallas 1 • Denver 3 • Detroit 2 • Houston 2  
Los Angeles 14 • Midland 3, Texas • Milwaukee 2 • New York 17  
Philadelphia 3 • Phoenix • Pittsburgh 19 • San Diego 1  
San Francisco 4 • Seattle 1 • Tulsa 3 • Washington 6, D.C.  
International Division: Milwaukee 1 • Licensee in Canada: John Inglis Co., Ltd.

**A.O. Smith**  
AUTOMATIC WATER HEATERS

PERMAGLAS, DURACLAD, and MILWAUKEE—  
three lines of outstanding automatic electric water heaters

A. O. Smith Corporation, Dept. EM-450  
Water Heater Division, Kankakee, Illinois

Give us the whole story on how we can make more money in 1950 with the A. O. Smith line.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



# THE NATIONAL APPLIANCE AND RADIO PICTURE

Reports of Business from ELECTRICAL MERCHANDISING's Regional Editors

## THE EAST

By Robert W. Armstrong

**J**UST for the record—now that the record is available—the Department of Commerce's *Trends in the Electrical Goods Trade* reveals that dollar volume sales of appliance and specialty wholesalers in 1949 stayed up at the 1948 level, although sales of all types of electrical wholesalers were off nine percent.

Total annual sales of retailers were estimated by the Department at \$2,793,000,000 for 1949, a gain of four percent over 1948. Nationally, then, appliance and radio wholesalers did as well in 1949 as in 1948 and retailers did better. The obvious conclusion about inventories, as the figures show, is that dealers did more selling than they did buying—with a consequent decrease in inventories.

For the whole year, the East was the only combined region to show a sales gain. New England sales were off two percent, which, balanced against a middle Atlantic gain of seven percent, made a net increase of 2.5 percent. The other three combined regions were off between four and 5.5 percent. The conclusion: Appliance wholesaling in the East was better in 1949 than in any other part of the nation.

**February Trends.** Reports from eastern dealers and distributors covering the first two months of the year indicate that the buying spurge which began in December has held up well. At this writing, of course, the coal strike was just beginning to make itself felt and hadn't materially hampered sales. Many merchants have reported that February sales were up over February of 1949. Boston sources report a decided pickup in washing machine sales, and refrigerator demand is forcing some retailers to part with their floor samples. A mild winter has abetted vigorous outside sales work and sales forces will probably be expanded in the spring. Beantown dealers, like all others, apparently, are enjoying good TV sales. One interesting sidelight is the boom in TV accessories. A manufacturer has reported sales of \$126,000 in gadgets in three months, an increase of 65 percent over last year. Boston, however, like other areas, is moving fast into a replacement market for refrigerators. A recent utility survey there indicates a 72 percent saturation—as compared with 57 percent four years ago.

**Mad for Housewares.** Philadelphia dealers must have caught the electric housewares bug, for one distributor there reports January



ARMSTRONG

sales up 30 percent over the same month in 1949 and estimates that February volume gained 20 percent over February of last year.

**Washington's Birthday.** Capital dealers staged promotions and sales in memory of the cherry-tree-chopper and brought out the crowds. Several surprised merchants found long lines at their store doors before opening time and at least one enterprising firm fed 'em coffee and doughnuts. One company reports that refrigerators and ranges "have maintained a steady pace," clocks are best sellers among small items, combination radio-phonos can't meet the demand. Another merchant in the same area found majors selling well—especially automatic washers, "for which there was an unusual increase in demand." Like his competitor, this dealer reports a strong demand for radio combinations. He found an increase in electric water heater sales during February. Other firms in the Washington area report similar trends.

**Buffalo Winter.** Two out of three dealers in the Buffalo area found that February sales "didn't come up to expectations." They blamed it on the coal strike and poor shopping weather. They disagree, however, on which items are doing best. One declared refrigerators and ranges were slow; washers were "making a good showing," both automatic and wringer types." Another, a department store, said February business was above last year, attributed the increase to TV, of course. However, they found ranges doing well, freezers and refrigerators slow, washers steady. The third dealer said white goods business was good in January "but tapered off in February."

**Long Island Puzzle.** Retailers on Long Island expressed puzzlement over continuing good sales of TV when they had expected some sort of post-Xmas slump. Sales were still so good that many were keeping their purchases of other types of goods at a minimum in order to have enough cash to buy TV. Like dealers elsewhere, they were having trouble keeping any kind of inventory on name-brand sets and transmitters were flooded with orders for receivers which they were moving to dealers at premium prices. One beneficial effect of the shortage was easier handling of discount-conscious customers. Some dealers were throwing in 45 r.p.m. players or polaroid lenses with video sets. Another gave discounts, but tacked on extra charges for delivery, warranties and special installations to make up for the cuts.

More competition was in sight for Long Island independents as Vim opened its 25th store, in Hempstead, and, in contrast with its prewar policies, was concentrating on the sale of TV and appliances at the expense of sports equipment and miscellaneous merchandise.

**Competitive Note.** All levels of the industry have been expressing

themselves volubly on the return of competition. Their claim: It's back—and with a vengeance. To illustrate, one electric iron manufacturer related this incident from the January Markets: Their skilled demonstrator was putting on a show for a group of distributors gathered in the booth. During the pitch she noticed the representative of a competing manufacturer standing in the front row. Then, as she concluded her talk and picked up the iron for a steam-pressing demonstration, water, not steam, poured out of the soleplate. Weakly, she explained that it had never happened before; she couldn't understand it; somebody must have dropped the iron, and so forth. The distributors laughed and walked out—so did the competitor. A few minutes later she discovered the trouble. While she had been talking somebody had pulled the plug from an outlet right in front of the spot where the other manufacturer had been standing.

## THE MIDWEST

By Tom F. Blackburn

**W**HEN Ethel Barrymore reported some jewels stolen a Chicago newspaper headlined it, "A First Actress Makes the First Page."

When the J. L. Hudson department store, top retail outlet for appliances in the Middle West, puts in an island devoted to the sale of appliance parts, it's top of the column news. The department draws traffic all day, and the women who buy say they put their repair parts on themselves. Mixer bowls and glass coffemaker parts are best sellers, but purchasers run the gamut of about 500 common traffic appliance parts.

Following the Consolidated Edison idea of a package, Sears Roebuck offered recently a package consisting of a 7.4 cu. ft. refrigerator, a 4.1 home freezer, worth separately \$344.90, for a package price of \$299.

Sears also introduced its 1950 line with a wringer washer at \$139.95, a gas range at \$89.95, a 7 cu. ft. refrigerator at \$174.95, and a 14 cu. ft. home freezer at \$329.95. Goldblatt's took a page to advertise, "Buy now and we'll give you a credit slip for the excise tax, good in merchandise later if it is repealed."

In Minneapolis a crowded auditorium welcomed a RCA-Victor record demonstration, with personal appearance of the "Six Fat Dutchmen" as an inducement. Tickets were free and obtainable only through RCA-Victor dealers. Some 4,000 attended.

In St. Louis, television, with the

promise of another station, continues to be a booming business. The town is in the flush of boom-town conditions such as met Chicago when the thing started there.

**Nothing Down, No Sale.** One of the difficulties that have been encountered in television no-down-payment sales plans is the fact that the set may not perform as well as expected, and this means immediate dumping back or service expense. You can sell washing machines and refrigerators on no-money-down payments anywhere because performance is known, but there still is the "x" in television and a home near a street car line or behind a steel building is likely to breed a dissatisfied owner. If there are only a few nickels or nothing invested in it, there is bound to be a kickback, and the retailer often gets a used set back on his hands.

Direct-to-you television apparently is thriving in Chicago as in addition to Muntz, who has been advertising a long time, there is now Bond Television, Inc., which has 25 men selling a private label line. The same idea as Muntz uses is followed with salesmen hustling out on phone calls with a demonstrator, plus projection outfits to show the prospect other models in the line. Follow-up offer is a plus inducement.

Dallas, Texas, has a new wrinkle in electric service bill paying, with banks now joining with dealers as bill collectors.

One manufacturer is beating the tomtom on what the insurance money the Veterans Administration is sending to 16 million veterans could mean: Some 9,350,000 new automatic washers could be bought with that money, the manufacturer says.

**Boomtown.** San Antonio, Texas, has been in the news repeatedly during the last two years over the way it has been selling appliances on a mass basis. Those boys apparently can take out a truck load of washers or refrigerators and sell them before nightfall. An out-of-town dealer, who went down there to see if he couldn't use the same plan in his own town, came back and reported that in his opinion the success is due to an unsaturated population. Before the war there were many families, such as Mexicans, in San Antonio who could not afford appliances. During the war they accumulated money. The way these drives go over is wonderful for San Antonio, but the idea could not be copied in more highly saturated northern towns, he says.

**Plumber Specialists.** Chicago is seeing the development of plumber specialists, men who line up plumbers to do installation work on piped-in appliances. There are all too many experts in this field who do not want to get their hands dirty and are unwilling to make night calls in order to solve this one vital problem. In fact, some firms have

(Continued on next page)

Only **Osterett** is so Handy  
MADE BY OSTER

...so Powerful...so Easy  
to Use



## 2 Beater Electric Portable Mixer



IT PAYS TO FEATURE ALL OSTER APPLIANCES



**Osterizer**  
VARIETY FOR EVERYDAY MEALS—CUTS FOOD BILLS  
Revolutionizes meal making. Liquefies raw vegetables, purees food for baby, blends drinks, grinds coffee, whips chops, beats, mixes. **\$34.95** (with chrome base, \$39.95)

**Oster Airster**  
THE ONLY HAIR DRYER WITH JET DESIGN  
Blows hot or cold air at the flip of a fingertip control switch. Hold it or stand on table, tilts to convenient angles. **\$14.95**

**Oster STIM-U-LAX JUNIOR**  
WORLD'S FINEST MASSAGE INSTRUMENT  
Only OSTER'S exclusive Suspended Motor Action delivers rotating-patting movements of Swedish-type massage to the finger tips. **\$34.50**

JOHN OSTER MANUFACTURING COMPANY • RACINE, WISCONSIN

## THE NATIONAL APPLIANCE AND RADIO PICTURE

CONTINUED FROM PAGE 5

spent up to \$250,000 promoting kitchens, without working out the installation angle. Briefly, in Evans-ton, Ill., a Chicago suburb, a man said he was interested in a dish-washer. "How will I get it in-stalled?"

"We do not handle the installa-tion," replied the salesman. "To get this done you call up your plumber."

The man bought, called almost every plumber in town, and got any-thing from downright refusals to prices that would make a dish-washer installation cost almost as much as the machine did. He ended up by getting a couple of Stillson wrenches, and putting it in himself. But never again.

**Range Trends.** One of the phe-nomena of the electric range busi-ness has been the growing demand for double oven ranges. The experts cannot explain exactly why women take to these two ovens but presume it is like a man wanting a 100 hp. engine in his car. They want extra capacity when company comes. Starting with less than five percent of the total output, one engineer said, it has now crept up until it won't be long until 20 percent of the ranges sold will have two ovens.

Another bit of experience gleaned in the range business is the way the southerners want a quick heating oven necessary for baking biscuits. A television producer, Hal Block, summed up the television market in Chicago recently. Television will take over the evening hours of home entertainment, he said, but radio, at least for the next five years, will continue to monopolize daytime hours. "You can't peel potatoes," declared Mr. Block, "and keep one eye peeled on the television screen."

cold storage house. In Birmingham, not only were shipments and de-liveries affected, but workers in the coal and steel industry (a major source of business) were not buying anything. The same was true in eastern Kentucky, Tennessee and parts of North Carolina. Final re-ports are expected to show some sorry figures as a result of the strike.

In those areas which were not so hard hit—notably Texas, Louisiana, Mississippi, the Florida east coast cities, Nashville, Chattanooga, most of the Carolinas and scattered spots in Georgia—business was as good as the dealers could desire.

**Radio Surprise.** The surprise of the month was the comeback of radio. Sets of all types, even the big console models, were moving along at a steady clip and matching the pace set by television. Dealers offered several reasons for this. A wholesaler in Louisville expressed the opinion that "people have finally learned that radio is here to stay and will not be eclipsed or made obsolete by television. The number of homes which operate the sets side by side has grown considerably."

Another dealer in Atlanta pointed to the varying tastes in the family circle. He said television might be favored by most family mem-bers but that there was always a dissenter who favored his radio straight and, consequently, almost all houses with telesets, also bought radios. This dealer, incidentally, reported his radio sales had shown a clear 15 percent gain over the same period last year.

From Charlotte, a dealer attrib-uted the new pace in radios to the continued building boom. Regard-less of the kind and type of major appliances placed in new homes, he pointed out, there's always space and the desire for a new radio. His sales were running at a gratifying clip. One minority vote (also a dealer in Atlanta) said simply that the shortage in television sets ac-counted for the increase in radio sales. Whatever the reason, several jewelry stores, clothing firms and drug stores which handle them, when casually asked about radio sales, also reported better business.

**Big Plans for Spring.** The utilities, having learned that first class and intelligent promotions can sell almost anything, were making big plans for spring, and dealers stood to profit handsomely. The Louisiana Power & Light Co. launched a home freezer campaign of giant propor-tions; Nashville Electric Service continued to promote ranges in the best pay-off it has yet staged; the Birmingham Electric Co. extended its range sales campaign with regu-lar quarter-page advertisements; Chattanooga got ready for its big-gest annual electric show, and New Orleans Public Service, Inc., plugged a variety of items from electric blankets to television. If dealers followed up on most of these promotions, they couldn't miss.

Television sales were slightly short of phenomenal. The cry from dealers in every section was for more and more sets to meet the ter-rific demand. E. J. Good, at the  
(Continued on page 8)

### THE SOUTH

By Annals B. Windham

IT is a bit too early, as this is written, to evalu-ate the effects of the coal strike on the appliance business but that the damage will be considerable is evident in reports from all points of the South.



WINDHAM

Throughout the states of Alabama, Tennessee, Kentucky and West Virginia particularly, dealers were moaning and groaning. They had behind them one of the best Janu-aries on record, a good but declin-ing February and an uncertain March. Shortages and steady buy-ing made the first two months of the year seem like that period im-mediately following the war. Several dealers had revived the waiting list, and the old practice of simply call-ing the customer and telling him to come and get it was renewed.

The miners changed this pic-ture quickly. In Huntington and Charleston (W. Va.), buying dropped like a thermometer in a



# GREATEST WRINGER IMPROVEMENT IN WASHER HISTORY!



**NEW BLACKSTONE-DESIGNED — BLACKSTONE-BUILT WRINGER  
HAS MANY OUTSTANDING SALES AND SERVICE FEATURES  
—STANDARD EQUIPMENT ON NEW BLACKSTONE "330"**

**1** FEWER PARTS. Greater strength. End frames and drain boards in one piece aluminum castings.

**2** "EXPLOSION" PROOF construction easily reset by lever.

**3** "SELECTROL" PRESSURE INDICATOR for various type fabrics.

**4** INSTANT PUSH-PULL PRESSURE RELEASE BAR.



The Blackstone "330" Semi-Automatic Washer

**5** POSITIVE LEVER-TYPE CONTROL, resets rolls in one motion.

**6** AUTOMATIC REVERSING WATER FLUME.

**7** ALL STEEL PARTS CADMIUM PLATED, steel gears machine-cut and case-hardened.

**8** BRILLIANT CHROME-PLATED CONTROLS.

NEXT to washing efficiency, the wringer is the most important functional part of the conventional washer. The New Blackstone Wringer is "foolproof". Pressure on the rolls is released, without any parts "explosion", by the mere touch of a finger. The rolls are reset by moving the convenient reset lever only a quarter-turn. Its simplified construction, fewer parts and gleaming attractiveness add greatly to the efficiency of the New Blackstone "330"—Finest Wringer Washer Built Today. The Blackstone "330" is an entirely New Wringer Washer—New in Design, New in Construction, New in Efficiency, Greater in Value.

In the "330", Blackstone offers a truly semi-automatic washer—the AUTOMATIC WASH TIMER starts and shuts off power

after clothes have been washed for a pre-selected period. "HYDRO-SPOUT" TUB DRAIN replaces the drain hose—adjusts to any height and swing position. TRIPLE-CLEANSING HYDRATOR washing action—Blackstone's Exclusive washing principle that gets clothes cleaner at triple speed. FACTORY-SEALED MECHANISM that never needs oiling. New 10-POUND CAPACITY DOUBLE-WALLED TUB that's porcelain lined.

Add to these such tried and true features as WHITE "SUPER-CASTER HOODS AND TRIM and many others and you recognize why Blackstone is the Best Washer Buy for '50.—BLACKSTONE CORPORATION, JAMESTOWN, N. Y.



**SELL THE PROFIT LINE**

**BLACKSTONE**

PRODUCT OF  
AMERICA'S OLDEST WASHER MANUFACTURER

All water heaters are not alike!

Take a **GOOD LOOK**

at  
**FOWLER**  
*Porcelined*  
**WATER HEATERS**  
(GLASS-LINED)

There are lots of things  
about Fowler porcelined  
Water Heaters you won't  
find in other makes.  
Features like these make  
Fowler the easiest-to-sell  
water heater on the  
market today . . .

### Electric Water Heaters

Porcelain-lined tanks cannot rust, last longer. Triple, built-in insulation—dead air space; aluminum reflector jacket; 3-inch Fiberglas. Adjustable, economy temperature controls. Safe "Black Heat" lock-on, external-type elements provide efficiency and long life. Capacities: 5 to 80 gals. (Table Top models: 30 and 40 gals.) 20 year protection plan. Approved by Underwriters' Laboratories.

### Gas Water Heaters

Glass-lined tanks. Larger tank capacities supply 22 gals., 33 gals., 44 gals. — 10% more than many heaters. One-piece cast iron, raised port burner. Oversized tapered heat flue. Extra heavy insulation. 15 year protection plan. AGA approved.

**BUILT RIGHT** by a national manufacturer with more than 35 years of water heating experience.

**LOWEST PRICED** . . . The lowest priced line of non-corrosive tank water heaters being offered to the independent dealer.



40-gallon, Fowler Electric Water Heater  
Approved by Underwriters' Laboratories

**DEALERS!  
DISTRIBUTORS!**  
**GET THE WHOLE STORY—**  
Send for complete  
information today!

**FOWLER MANUFACTURING COMPANY**  
2545 S. E. Gladstone • Portland 2, Oregon

Please send complete information about Fowler Electric and Gas Water Heaters.

Dealers: \_\_\_\_\_  
Address: \_\_\_\_\_  
Distributors: \_\_\_\_\_  
Address: \_\_\_\_\_

## THE NATIONAL APPLIANCE AND RADIO PICTURE

CONTINUED FROM PAGE 6

Louisville Gas & Electric Co., revealed that the bourbon and bluegrass capital had finally leaped into the limelight of television merchandising. Last July, dealers were selling 200 sets a month; now they're hitting more than 2,000 every month and looking upward. Another telecasting station for Louisville is scheduled to go into operation in the immediate future. When and if the average television set drops another \$50 or \$75 in price, manufacturers will be hard put to supply the demand, regardless of their output.

**New Business.** An increased acceptance of the newer appliances, dishwashers and disposal units particularly, has been noted almost everywhere. More dealers seem to have gone out for the suburban and rural customers just as they did three or four years ago in the case of washing machines. It is a common sight nowadays, while traveling along the sparsely settled highways between southern cities, to see a washing machine perched on the back porch of a country home in the place where the tub and the wash board used to be. A peep into many of these kitchens will reveal a new dishwasher also. The disposal unit, an ideal combination for the septic tank, promises to join the procession soon.

Of all major appliances, home freezers apparently are the only items on the slow selling list. This is due mainly to seasonal influence, of course, and spring promotions probably will provide the needed acceleration, but at present the sales figures are not very impressive. There has been an upsurge in the sale of all-electric, packaged kitchens in recent months. It might be a profitable idea for dealers who haven't done so to look into the possibility of including the home freezer in the package.

**TV Profits?** New features and reduced prices undoubtedly stimulated TV buying. General feeling was that prices are not likely to continue downward, however, manufacturer, wholesaler and dealer margins now being about as low as practicable. The fact that there is no immediate outlook of dealer margins going up has led to a number of reappraisals. Many San Francisco firms who did a good business in gross figures at Christmastime have since checked up to learn that the sales were made without profit. Some of them have credited the trouble to costs of installation and servicing and are seeking to remedy the situation by confining their lines to distributors who will handle servicing from factory shops. Others are seeking volume as a more permanent answer to the problem. Los Angeles dealers for the most part have accepted the fact that television is profitable only if a volume business can be done.

**Refundable Warranty.** Packard Bell has recently joined the group of those who give factory service, including a two year warranty in the price of the set to be handled through factory manned service shops. In Los Angeles, where this program is first being put into effect, a refundable feature has been included, the owner rating a refund if the service calls are not demanded.

San Francisco seems to have lagged behind other western areas in building television saturation, even allowing for conditions of early day development. This is credited in large part to the industry's failure to recognize the advantages of good programs already offered, plus a lack of extensive community promotion. Visiting authorities suggest more advertising, free home trial offers, better trained salesmen and meter plan promotion as a way of raising the buying level. As records stood the first of the year, Los Angeles ranked well up with eastern centers with 244 TV sets per 1,000 families (a more recent survey claims 285); San Diego, with only one local station, but some LA reception, has done a remarkable job with 178 sets per 1,000. The figure for Salt Lake was 107, for Albuquerque 99. Even Seattle with 64 sets and Phoenix with 61 were ahead of the San Francisco area, which reported only 41 sets per 1,000 homes. Saturation of radio sets is also comparatively low for the Bay area. A Los Angeles-San Francisco hookup is expected before long, but actually this will not greatly improve available programs, which are already excellent.

**Color TV?** The color television demonstration recently staged in San Francisco demonstrated the feasibility of this locally produced system, which meets the desired requirement of being receivable in black and white, as well as permitting easy adaptation of present sets to color. Signals in color were good but not perfect—about the equivalent of early day technicolor films on the screen. Even after the com-

(Continued on page 12)

### THE FAR WEST

By Clotilde G. Taylor

**T**HE March first tax deadline found most dealers on the Coast with relatively clean shelves and ready for expansion. General feeling is optimistic. There were few firms that didn't find January and February good months—"better even than '48," said many.

Attendance at San Francisco's February Market broke all records and resulted in gratifying orders. "Like prewar markets," was the general cheerful comment. One refrigerator firm reported better sales than at any previous mart and was resorting to delayed deliveries to meet demands. Another said that in spite of price reductions on popular models, the deluxe line sold best.



TAYLOR

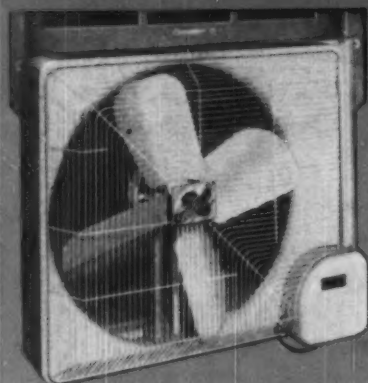




You can't afford to overlook  
The **LAU** Leader Line for '50  
more eye appeal... more sales appeal... more profit

**NEW further improved...**

## "Niteair" Window Fans



**"Demonstrate and Sell"**  
this is the Lau "Niteair"  
Fan that sells itself.  
Every user an enthusiast!



**24 and 30 inch sizes  
silent performance,  
powerful exhaust,  
four new models**

Here's Brand New 1950 styling... plus added safety... in "Niteair" 24 and 30 inch Window Fans (NA-24-W and 30-W)... to cool an apartment or home at low cost! Each size has new 2-speed motor as optional equipment... giving you not two, but four models that compare with ANY competitive fan on the market! Rounded corners give compact, smart appearance... white rubber cushioned feet protect polished surfaces and absorb vibration. Adjustable steel panels... install in windows to 40" wide. 8' plug-in extension cord.

**handsomely styled  
...built for long service!  
Priced for volume  
and profit sales**

a LAU "niteair" fan for every  
home for every purpose



NA-18-W

New 1950 "Niteair" exhaust Window Fan... to sell at \$9.95! Adjustable plastic expanders, fit windows to 38" wide. Close mesh rear guard, variable speed switch... w/ 25 lbs. Frost green enamel.



NA-20-W

NEW 1950 "Niteair" NA-20-W Window Fan with steel expanders. Powerful exhaust... deep 20" blades... fits windows up to 39" wide. Has variable speed switch, 1/12 H.P. motor... light weight; just 30 lbs.



NA-20-P

NEW 1950 "Niteair" NA-20-P, completely redesigned, improved Portable Fan with 20" blades. All new "finger-proof" guards. Chrome handle. Silent, powerful 1/12 H.P. motor; variable speed switch... See it.



NA-20-PW

NEW 1950 "Niteair" NA-20-PW... the finest Combination Fan on the market! A window inlet or exhaust fan... a Portable... all in one! 1/12 H.P. motor, variable speed switch. It's an amazing value.



FILTER-BREEZ

NEW 1950 "Niteair" Filter-Breez... a compact unit for spot cooling. No installation problem. Draws in cool air and filters it. Great for hay-fever relief—equipped with 1" thick filter. Quiet, vibration free, variable speed control; can be used in any desired position.

**Lau helps you  
sell more**

Your COMPLETE Sales Portfolio... to help make this your biggest Fan Selling Season in history! Ads, radio, television, displays, direct-mail, posters, car cards, publicity, demonstration techniques... all included. Ask your jobber about it! You will like it!

**Get this sales portfolio FREE**



**see your jobber or  
write today for full details**

**THE LAU BLOWER COMPANY**

**Dayton 7, Ohio**

# Portables skyrocket

## RCA VICTOR BX55

The lowest priced, post-war RCA Victor offering the 3-way versatility prospects want. A traveler unsurpassed. Fine listening with famous "Golden Throat." Plays indoors on AC-DC; outdoors on battery. Less batteries.



## RCA VICTOR BX6

A striking new version of the famous "Globe Trotter." "Weatherized" lightweight aluminum case with brown plastic ends and simulated leather trim. Plays indoors on AC-DC; outdoors on battery. Less batteries.



## RCA VICTOR BX57

Here's one for the portable fan who wants peak performance, stunning beauty, unmatched convenience wrapped up in one. "Golden Throat" tone system. Plays indoors on AC-DC; outdoors on battery. Less batteries.



RCA VICTOR — World Leader in Radio . . . First in Recorded Music . . . First in Television

# vacation time profits...

## ...when you push

# RCA VICTOR

## "The Pick of the Portables"

- RCA Victor is the line designed for biggest sell-up profits
- RCA Victor fills the bill with *all* of your portable prospects
- RCA Victor has the complete portable promotion for your use
- RCA Victor backs up its dealers' promotion with these national magazine ads—

SATURDAY EVENING POST—May 6  
—On sale May 3

ARMED FORCE—May 13—On sale May 13

EXTENSION—June—On sale May 15

EBONY—June—On sale May 5

CORONET—June—On sale May 25

SATURDAY EVENING POST—June 3  
—On sale May 31

LOOK—June 6—On sale May 23

AND MORE DURING THE SUMMER!



ONLY RCA VICTOR  
HAS THE "GOLDEN  
THROAT"

ONLY RCA VICTOR MAKES THE VICTROLA

"Victrola"—T. M. Reg. U. S. Pat. Off.



"The Pick of the Portables" will appear time and time again on "Kukla, Fran and Ollie" television show

The thousands and thousands of ardent "Kukla, Fran and Ollie" fans will be seeing RCA Victor portables countless times all through the portable season. This vast audience of enthusiastic ready-to-buy prospects can put a lot of lift to your portable profits when you push RCA Victor.



Hear Hollywood's Greatest Stars push your  
RCA Victor Portables on "Screen Directors' Playhouse"  
Every Friday night on NBC Radio Network

Yes—the magic of Hollywood brings customers your way for RCA Victor instruments. And portables, of course, get their share of this powerful promotion. Cash in by keeping a good supply of RCA Victor instruments on hand.



For extra profits  
push RCA long-life batteries

# RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA



## THE NATIONAL APPLIANCE AND RADIO PICTURE

—CONTINUED FROM PAGE 8—

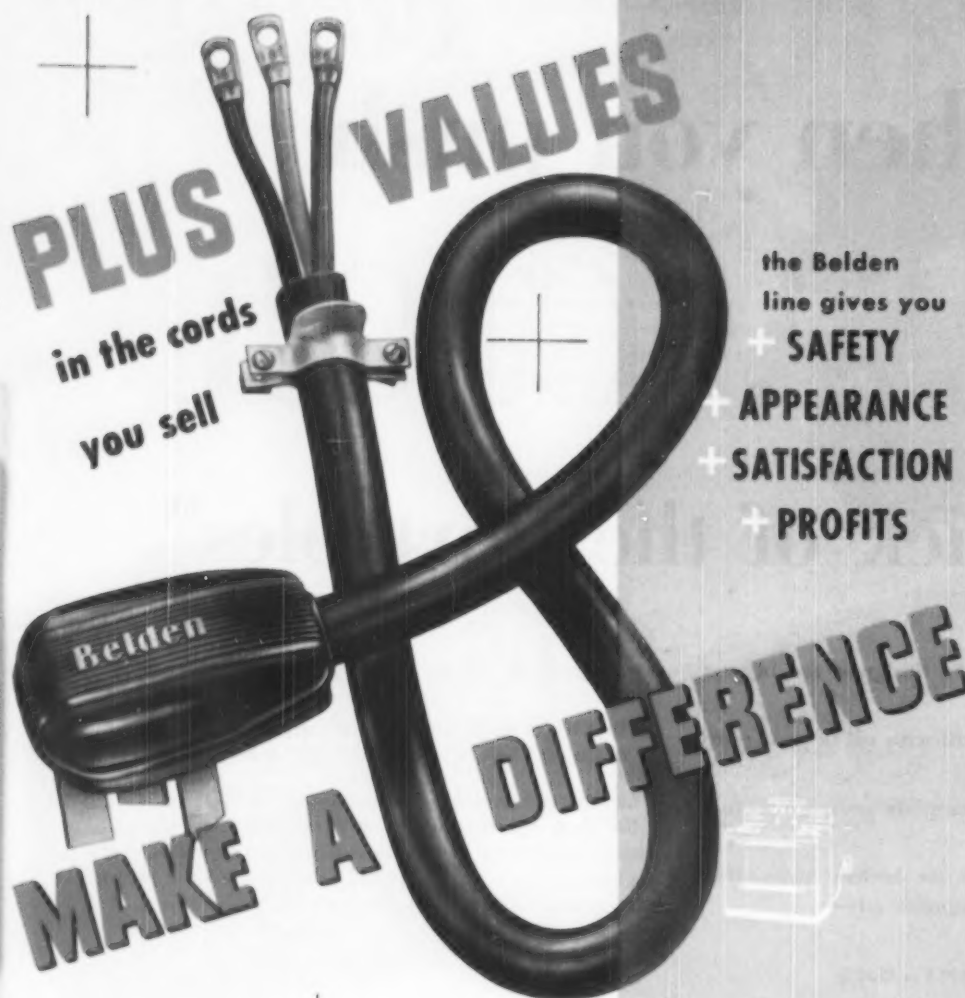
mission has given the green light for this or another color transmission, however, it will still take about three years to get the program in operation.

Considerable apprehension is being expressed locally on the subject of the President's proposed excise tax on TV sets. With the industry just about at the point where it can begin to make money after losing it continuously during the development stage, it seems a little unfair to talk about setting it back by raising the price of sets. Western protests are loud and heartfelt.

**Local Reports.** Here are some local reports: *Spokane*—The IEEDA has joined forces with the local contractor's group at the executive level, the organizations to function separately otherwise. Records from last year's operations show that the outstanding Christmas buying brought totals for 1949 to within eight percent of 1948 sales. *British Columbia*—December was the best month yet recorded. 1949 business as a whole was higher than 1948, due to increases in sales of the big three (ranges, water heaters and refrigerators). Most other items, except electric bedding, were down from the year previous. *Idaho*—A number of failures in dealers ranks during fall months have reduced outlets to those most likely to survive. Failures have been almost entirely among recent comers, and have been most frequent in the outlying districts. Apparently the longer the dealer has managed to survive, the better his outlook for future success. Business for the first months of the year has been good.

**California Reports.** *San Diego*—Business for the early months of the year has been better than ever before. The Joaquin Paipa promotion, under which \$1 was set aside on every electric bedding sale for the rebuilding of the home of this aged Indian, has progressed well, in spite of some industry neglect during its early days. The expected goal of \$1,000 had passed the 50 percent mark by the first week in February, with another month to go. Indian authorities are enthusiastic over the promotion because of the public interest aroused in Indian problems. It is expected that good publicity will continue through the months of erecting the home and its final occupancy by the aged Indian. *Oakland*—City health authorities are set to regulate the health standards of self service laundries, charging a \$10 inspection fee for the service. *Los Angeles*—Sections of a municipal ordinance that require all air conditioning and refrigeration contractors to pay a local license fee and to take a special examination, even although already qualified by the state, have been declared unconstitutional by the Superior Court. Contention of the electrical industry that a state license qualifies for practice anywhere in the state was upheld.

**Credit Not Overextended.** Credit everywhere on the Coast is becoming more of a problem, but one California banker says it is not yet overextended.



This molded Range Cord is an example of the plus values built into Belden electrical cords. They are manufactured to standards that far surpass the minimum requirements set up by Underwriters' Laboratories. They give you a plus in protection against fire or personal injury, a plus in appearance, and a plus in sales and profits. Ask your Belden jobber.

CORDITIS-FREE CORDS BY

# Belden

WIREMAKER FOR INDUSTRY

A COMPLETE LINE OF READY-TO-ATTACH ELECTRICAL REPLACEMENT CORDS



## Capitalize on NORGE'S Greatest All-Time Refrigerator Line . . . AND PROMOTION!

### "IT'S A NORGE® YEAR!"

Never before . . . and in no other line . . . such an array of refrigerator "talent." It's Norge with the foremost attraction—Self-D-Froster System®, with new adjustable defroster.

It's Norge with the crosstop refrigerator-super-freezer combination that *will not sweat*. Norge too with the roomiest refrigerator for the money. Norge for everything! The most potent ad campaign in appliance history!

It's breaking now! This Norge down-to-earth, close-to-home human interest campaign, planned from the Retail Level, dramatizes Norge appliances in terms of self-interest! A tremendous campaign packed with human-interest—packed with the appeal that turns prospects into customers. And that means money in your pocket.

Yes, the time is NOW—to tie in by promoting Norge Refrigerators on the floor and in your windows, in your ads, radio and television promotions. Now—today.

### APRIL SAMPLE OF NORGE'S REVOLUTIONARY AD CAMPAIGN

**LIFE** (April 17 issue) two pages facing . . . featuring Norge Refrigerator with Self-D-Froster System . . . also Norge Automatic Electric Range with Blended-Heat Oven.

#### GOOD HOUSEKEEPING

two pages facing . . . Norge Refrigerator with Self-D-Froster System . . . and Norge Gas Range with new Electric Oven Lighter which eliminates need for matches and gas-eating pilot.

#### LADIES' HOME JOURNAL

page . . . Norge Refrigerator with Self-D-Froster System; half-page, Norge Gas Range with Electric Oven Lighter; half-page, Norge Triple-Action Standard Washer.

#### BETTER HOMES & GARDENS

two pages facing . . . Norge Refrigerator with Self-D-Froster System . . . and Electric Range with Blended-Heat Oven; also half-page, Norge Triple-Action Standard Washer; half-page, Gas Range with Electric Oven Lighter.

#### COUNTRY GENTLEMAN

facing pages . . . Refrigerator with Self-D-Froster System, and Norge Electric Range.

#### PROGRESSIVE FARMER

page . . . Norge Refrigerator; half-page, Gas Range with Electric Oven Lighter.

**201,000,000 AD IMPRESSIONS DURING APRIL ALONE!**

Norge Division, Berg-Warner Corporation, Detroit 26, Michigan

In Canada: Addison Industries, Ltd., Toronto

® Reg. U. S. Pat. Off.

# NORGE

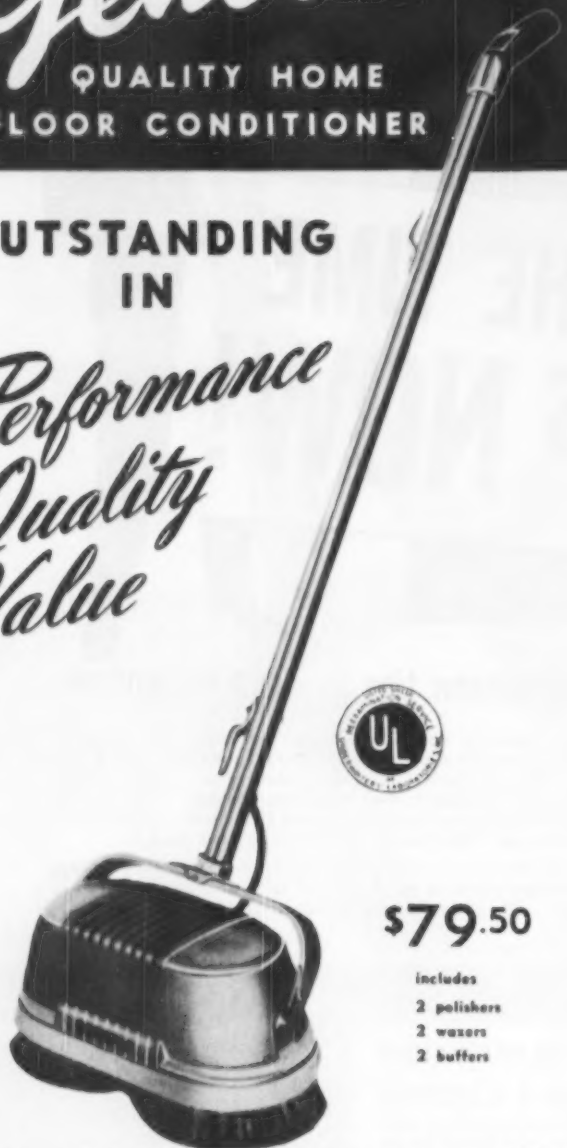
...MERCHANDISED FROM  
THE RETAILERS'  
POINT OF VIEW

# General T-12

QUALITY HOME  
FLOOR CONDITIONER

OUTSTANDING  
IN

Performance  
Quality  
Value



**\$79.50**

includes  
2 polishers  
2 waxes  
2 buffers

● Concentrate on the floor machine that gives your customers greatest VALUE—greatest QUALITY—greatest PERFORMANCE! The machine that gives YOU greatest SALES—greatest PROFIT. Point-by-point, feature-by-feature it's GENERAL—for ONLY GENERAL provides - -

- Greater brush spread . . . over 12" and no gap between the brushes!
- Larger, more fully packed brushes with longer fibres—give 3 times longer brush life.
- All (easy-to-clean) chrome and polished aluminum surfaces—no paint or enamel to chip or crack.
- A COMPLETE line of attachments. When you sell a GENERAL you set up a continuing demand for attachments.
- Side Handles\* replacing long handle for polishing furniture, table tops—even ovens with ease.
- Year-round magazine and newspaper advertising.

\*Slight extra cost.

General T-12 is the big profit opportunity. Write now for full information on GENERAL T-12.

## GENERAL FLOORCRAFT INC.

Dept. EM4, 333 Sixth Ave., New York, N. Y.

Send me full information on the General T-12

NAME .....

ADDRESS .....

## WASHINGTON CURRENTS

By Washington News Bureau, McGraw-Hill Publishing Co.

### 1950 FORECAST FOR SALES OF HOME GOODS

A special government report on the outlook for the furniture industry predicts good business this year for furniture sellers—and anyone selling to the homeowner.

The Department of Commerce spells out the solid market demand this way:

**Residential construction**—While a new record of 1,000,000 new starts was set in 1949 by the housing industry, 1950 is going to see about 900,000—which will still make 1950 a top year by any previous standard.

**Population increase**—The U. S. market, in sheer numbers, is 18 million people larger than it was in 1940. The war-boomed baby crop is now growing up, bringing with it a wave of demand for all kinds of equipment and gear needed to keep the grade-schoolers entertained and educated.

**Consumer purchasing power**—The dollars the consumer has to spend will still be about as many in 1950 as in 1949—and home goods, such as furniture, are getting a larger share than they have in the past.

**Television**—The enthroning of the television set in so many living rooms keeps people home more, makes them more conscious of things they'd like to have around the house to make the home and home entertainment more comfortable and pleasant.

It all spells opportunity to the businessman who is supplying the homeowner and family market.

### CONSUMER CREDIT KEEPS ON GROWING

Look at a chart on the amount of buying consumers are doing on credit, and—beginning with 1944—you'll see the line of the graph head straight for the ceiling.

According to Federal Reserve Board estimates, at the end of 1949 consumer credit outstanding amounted to about \$18.8 billion. That compares with less than \$8 billion in 1929, and less than \$6 billion in 1943.

However, there's another curve to look at, too—and this one shows that installment buying is only about 9.7 percent of disposable personal income. That compares with about 9.2 percent in 1929, and 9.7 percent in 1937. (Bottom was hit in 1944, near the end of the war, when credit amounted to less than 4 percent of disposable income.)

Of the \$18.8 billion total consumer credit outstanding, installment sales of automobiles accounts for about \$3 billion, other installment credit about \$7.5 billion, and charge accounts and other consumer credit the balance of almost \$8 billion.

Big question, of course, is: where's the limit? Can installment and consumer credit keep on climbing? If credit gets a little tighter, it could make a considerable difference in the whole business trend—since much of the current boom is resting on the buying power of consumer credit.

Right at the moment, of course, there's the shot-in-the-arm of GI insurance refunds to offset any turndown in retail sales. But there isn't any stimulant like this in the offing for the second half of this year, in case something should be needed.

### APPLIANCE, ELECTRICITY INFORMATION

At least one "aid to business" coming out of Washington this year will be useful to the businessman who's smart enough to use it.

That's the information to be produced by the 1950 census of population, housing, and farms.

This complete count and tabulation is broken down with figures for local areas useful to the retailer and distributor whose market may not extend more than a few miles from his place of business.

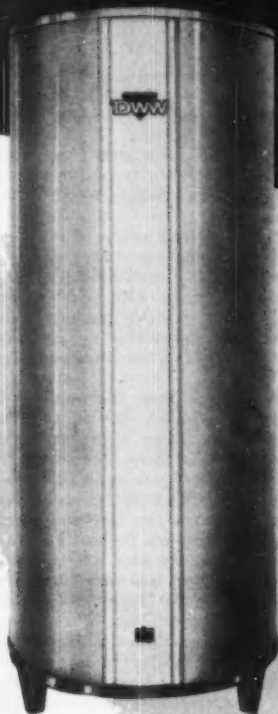
The final figures will show—for towns, counties, cities, and states—how many people live where, how much income they have, how the number of families has grown and where they're living, what kind of jobs they hold, how many have been married more than once . . . and scores of other measurements of our people.

From the census of housing you'll be able to get exact figures on how many homes in your market area are supplied with electric power and gas—and what they pay for the fuels they consume. Also, you can learn how many homes have what kind

(Continued on page 16)



A PLAN THAT  
**SELLS**  
WATER HEATERS FOR YOU



Efficient and economical as the DWW line is — it can't make a cent for you if it stays in the store. We know that as well as you do. That's why we've gone all out with a smart merchandising plan that moves D. W. Whitehead Automatic Electric Water Heaters into the home and keeps them there . . . a plan that puts more money in your cash register.

Let this DWW Merchandising

Plan sell these famous features for

you: Plenty of clear hot water •

Economical to use • Trouble-free

performance • Advanced design •

Precision engineering • Gleaming

enameled casing • Table-top models

for extra work space, upright

models to conserve floor space •

Adjustable thermostats • Extra-thick

Fiberglass insulation • Underwriters'

approved heavy wiring • Double

extra-heavy galvanized copper-bearing

steel tank • Heat trap to prevent

back circulation in piping • Heavy

legs for sturdy support • Inlet and

drain located to offer greatest

installation convenience • Cathodic

protection by magnesium rod •

Easily removable porthole cover •

Chromalox immersion heating

unit • Exclusive baffle to prevent

mixing of hot and cold water.

DWW Electric . . . 30 gal . . . 57" x 30"

DWW Electric . . . 40 gal . . . 57" x 32"

DWW Electric . . . 50 gal . . . 57" x 34"

DWW Electric . . . 66 gal . . . 60" x 36"

DWW Electric . . . 80 gal . . . 72" x 36"

DWW Electric . . . 120 gal . . . 72" x 30"

DWW Electric 30 or 50 gal 36" x 24"

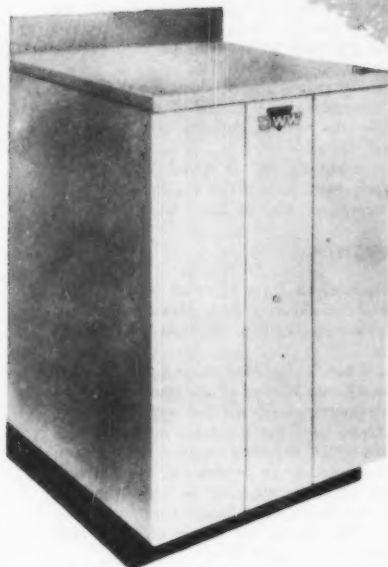
Table Top

Standard

cabinet size

..... copper-bearing galvanized steel tanks, cathodic protection optional.

Chromalox elements, single or double, wattage to meet any utility requirements



**Nationally Advertised**

LIBERAL 10 YEAR GUARANTEES

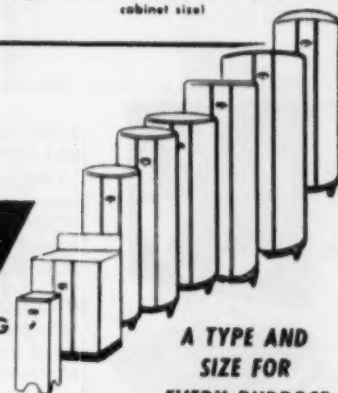
ON EXTRA-HEAVY COPPER-BEARING

GALVANIZED STEEL TANKS

WHEN ORDERED WITH CATHODIC PROTECTION

write  
today

FOR DWW  
MERCHANDISING  
PLANS!



A TYPE AND  
SIZE FOR  
EVERY PURPOSE

**D.W. WHITEHEAD**

D. W. WHITEHEAD MFG. CORP.

607 West Ingham Ave., Trenton 8, N. J.

## WASHINGTON CURRENTS

CONTINUED FROM PAGE 14

of heating, cooking, and refrigeration equipment—and what kind of fuel they use for these purposes. Similarly, the farm count will reveal the number of farms with electric power, telephones, running water, etc.

Businessmen and marketers have been awaiting the census results in order to peg down for sure just how big the country is today. They know that the U. S. has grown more in the decade 1940-1950 than in any previous decade. Consequently, they're fairly certain that guestimates made from sample surveys taken since 1940 may be considerably out of line with the actual facts—which only the government's official census can reveal.

### SMALL BUSINESS UNIT LENDS HAND TO SMALL BUSINESSMAN

Is some big company giving you a bad deal?

Is a manufacturer giving his line of products to some other wholesaler or retailer on an exclusive basis—a line of merchandise that you'd like to keep on selling?

In every Department of Justice field office around the country—and in Washington headquarters—there's an antitrust lawyer who'll talk to you about your problems. And he may be able to get something done for you.

In the past couple of years, hundreds of owners of small companies—mainly retailers and distributors—have been calling on the small business specialists of the Antitrust Division.

Here are some of the industries involved: auto supplies, drugs, radios, insurance, bottled gas, flour, portable chemical toilets, steel pipe flanges, white rabbit skins, automobiles, watches, paper products, phonograph records, heating and ventilating equipment, and rubber products.

These cases rarely have any angle in them that results in the filing of a suit against the alleged offender. In fact, the Small Business Unit only negotiates—it doesn't go in for court work.

Here are the kind of complaints that have been successfully negotiated by the small business lawyers in the antitrust division:

A retailer handling a line of hardware learns the manufacturer is giving a larger retailer in a town nearby "exclusive" rights in this territory. Antitrust lawyer presents the small retailer's case: he pioneered the line in the territory, built a large part of the consumer acceptance for the products, sold them aggressively for many years. Result: company decides against withdrawing the line of goods from the complaining retailer.

Another retailer who has built his appliance business almost completely around a particular nationally-advertised brand of appliances finds himself getting more and more wrong deals from the wholesaler. He gets no satisfaction from the wholesaler—and keeps on losing business. Antitrust lawyer makes an appointment for him with a vice-president of the manufacturing company. Result: the company sets up a management committee to look into complaints from retailers who aren't getting satisfaction from the wholesalers.

However, a great many complaints have to be closed with the notation "no relief", the antitrusters find. Example: A retailer loses a line of fair-traded products because he has been cutting the fixed price. Nothing can be done for him.

A manufacturer decides to reduce the number of retailers or wholesalers he'll have in a territory, as a matter of good business. He has the right to choose who he'll do business with, so there's no help for those who get cut off.

At one time, the Department thought it would close up this shop. But it won't happen now. Reason: it fits in nicely with the Administration's program of "aid to small business."

### SAVING A PARTNERSHIP

Many a partnership—a common form of small business—has had to be sold when one of the partners died. Reason: cash has to be raised to pay the taxes levied against the deceased partner's estate.

But now the U. S. Tax Court has handed down a decision that can make this kind of forced sale a thing of the past.

The gimmick is a simple insurance scheme that works like this: The business takes out and pays for insurance on the life of each partner equal in value to the partner's share of the business. Beneficiary is the surviving member or members of the partnership. By agreement, the survivors promise to turn over the amount of the policy to the estate in exchange for the estate's interest in the business. That leaves the estate with the cash

(Continued on page 96)



**Better Fans!**  
**More Sales!!**  
**Bigger Profits!!!**

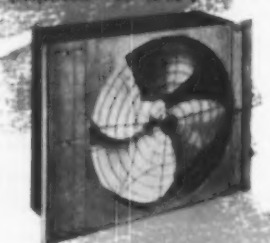
**N**EW UNITS... larger range of sizes... advanced designs... additional mechanical features... National advertising, make the 1950 line of NITECOOL® and KOOLMASTER® fans better to look at... easier to sell... priced for larger dealer profits.

Units are completely welded; equipped with standard parts, GE motors, (eligible under G.E. Exchange Plan) Torrington Varified blades, V-belt drives. Rated and tested in accordance with ASHVE and NAFM standard test code.

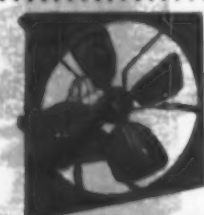
Air Equipment Company offers protective franchise for sales, and distribution representation in certain territories. Write for complete details.



**KOOLMASTER**  
18" Portable Window Fan—2 Speed  
(Adjustable—24" to 36")  
24" Portable Window Fan—2 Speed  
(Adjustable—26" to 36")



**KOOLMASTER**  
24" Window Fan—Single Speed  
(Adjustable—20 1/4" to 37")  
24" Window Fan—2 Speed  
(Adjustable—20 1/4" to 37")



### NITECOOL ATTIC AND COMMERCIAL BELT-DRIVEN FANS

These fans are built for service, with a minimum of operating and maintenance cost. Sizes 30" to 48". Capacity 5,000 to 20,000 CFM. Designed for attics, farm, commercial and industrial applications.

### NITECOOL VERTICAL FANS

Designed for homes or commercial buildings of low pitched roof construction. Easy and economical to install. Sizes 30", 36", 42". A package unit... ready for installation.

\*REGISTERED TRADEMARK



**AIR EQUIPMENT CO.**

1719 W. CARMOLI AVENUE, CHICAGO, ILLINOIS

Warehouse

630 S. MILLER STREET, CHICAGO, ILLINOIS

**What has made Admiral** *(already*  
*world leader in television)* **today's**  
**fastest-rising power in all the**  
**appliance industry?**

**The answer is really very simple: It's the fact that Admiral has found the way to build better merchandise at lower cost than anyone before ever thought possible!** In achieving the "im-

possible"—Admiral planners, designers, engineers and production men have had to show rare insight and creative ability... even genius, if you please! They found the key to a thousand problems, scored a list of "firsts" that has perhaps never been equalled in the white goods field.

***Just flip up this page...and see for yourself!***



# HERE ARE 8 GREAT NEW "FIRSTS"

...8 BIG REASONS WHY ADMIRAL DEALERS WILL BE "FIRST IN FIFTY"!

**Admiral** *designed and created the...*

**Admiral FIRST**

**FIRST** 7 cu. ft. refrigerator with full-width freezer, full-length cold, many other deluxe features... for only...

**\$18995**



**Admiral FIRST**

**FIRST AND ONLY** 9 cu. ft. refrigerator with full-width freezer, full-length cold at anywhere near the amazingly low price... of only...

**\$22995**



**Admiral FIRST**

**FIRST AND ONLY** 14 cu. ft. refrigerator ever put behind a single door, yet compact enough for small kitchens, and selling at only...

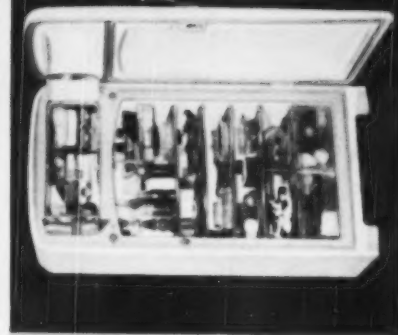
**\$33995**



**Admiral FIRST**

**FIRST AND FOREMOST** quality buy in all refrigeration—an Admiral Dual-Temp (world's most wanted refrigerator) with 50% more space than ever before—

**AT NO EXTRA COST**



**Admiral FIRST**

**FIRST AND ONLY** full line of refrigerators to get away from the single "price leader" model in favor of attractive prices at every level. In other words, not just one "terrific buy" but 9 great super values!

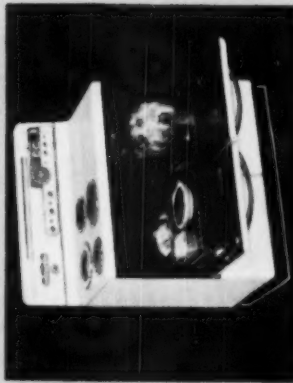
**Admiral FIRST**

**FIRST FULL LINE** of refrigerators, all with full-width freezer, full-length cold, yet selling from \$30.00 to \$50.00 less for comparable features and capacity than the lowest-priced national brand competitors!

## BIG NEWS IN ELECTRIC RANGES, TOO!

**Admiral FIRST**

**FIRST AND ONLY** ranges to offer both of the two great modern developments in electric cooking—the built-in "Rotary Roaster" (for the ultimate in meat cookery) and Flex-O-Heat—which gives you "Selectric Cooking". These features, plus the magic of the automatic pull-button timer, make Admiral ranges the "prize package" of the industry!



**Admiral FIRST**

**FIRST** range with Admiral beauty, features, and quality construction to sell for as little as . . .

**\$169<sup>95</sup>**



**WITH ALL THESE "FIRSTS"**—it's no wonder that Admiral refrigerator and range production for the first half of 1950 was completely sold out within 24 hours of announcement of the new line

. . . no wonder that the demand for Admiral appliances is the greatest in the company's history! It's no wonder, either, that Admiral has become the fastest-rising power in all the appliance industry!

**THIS IS THE YEAR OF DECISION . . . Better Decide to Join Admiral Now!**

# **Admiral**

## **APPLIANCES**

### *First... in '50*

... and in '51, '52, and the years ahead! Admiral's ideas for next year are already beginning to take shape. They promise to be exciting and dramatic. This is truly important news for dealers who are already beginning to think about their own 1951 commitments.

**This is the Year of Decision...**

**Better Decide To Join Admiral NOW!**



# IT'S NOT JUST BIG! IT'S TERRIFIC!

## SPECIAL PROFITS WITH THE SPRING SPECIAL

BEGINS APRIL 15

The Hottest Value in Years means more profit opportunities for every Youngstown Kitchen dealer!

Yes, the April Spring Special is a terrific bargain, crammed with sales appeal.

Use it all the way. Display the Spring Ensemble prominently. Tell every customer about it. You'll find a harvest of kitchen sales (and more profits) through the unbelievably low-priced Spring Special with its urgent "Buy NOW" appeal.

Ask your Youngstown distributor for full information. He will gladly tell you all about the Youngstown Kitchens terrific Spring Special.

MULLINS MANUFACTURING CORPORATION • WARREN, OHIO  
World's Largest Makers of Steel Kitchens



Sales appeal aplenty is packed into the wonderful, exciting, colorful Spring Special promotion package. Use every bit of it. Your store can be a profit-making sales headquarters for the smashing Spring Special at \$239.95 (\$249.95 in the West).



This is it! The Youngstown Kitchens terrific April SPRING SPECIAL Ensemble. Display it prominently in your window and showroom. Make this a sales rule: Every person who enters your store will be told about the terrific Spring Special!

 **Youngstown Kitchens**

# SELL MORE... MAKE MORE WITH Whirlpool

**BEST... MOST  
COMPLETE LINE**

+

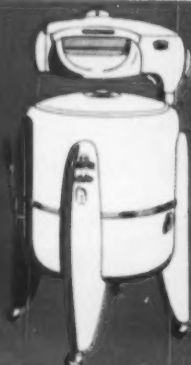
**116,000,000  
NATIONAL ADS**

**YOU CAN MAKE MORE MONEY WITH Whirlpool**



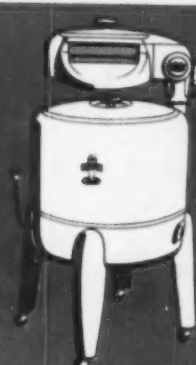
**MODEL 43**

The WHIRLPOOL Supreme... Best wringer-type washer available today... automatic flush and switch, heavy double-wing aluminum wringer, dual action push-pull type bar release and many other features.



**MODEL 33**

WHIRLPOOL Deluxe gives more value, dollar for dollar... that's why it's simple to sell. It has an exclusive aluminum wringer, luxury size wringer with self-indicating pressure adjustment, and other sales features.



**MODEL 25**

The WHIRLPOOL Standard... today's biggest dollar buy in wringer washers. It's a real beauty with giant aluminum capacity... other big features at rock-bottom price. Here's a quality washer your customers will buy.



**AUTOMATIC WASHER**

The conventional WHIRLPOOL Automatic Washer with Soda-Blaze and the Seven Blazes plus Cycle-Tone, Silver-Violet Lamp and many other exclusive features. It's the automatic washer most wanted by most women.

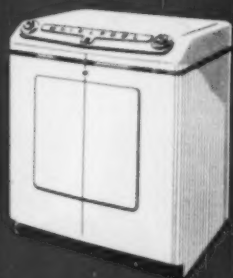
Here's profit-wise merchandising! Alert dealers are streamlining their buying and inventory... are switching to sell *one line* and make more money. And the *switch is to WHIRLPOOL!* Here's why... WHIRLPOOL has everything you want...

- The most complete line of home laundry equipment to meet every customer need with sales power and *step-up power*.
- Competitive prices with *high profit margins*.
- Quick turn-over *at a profit*.
- The backing of the biggest advertising campaign in WHIRLPOOL history... *300% increase* in national consumer magazines over 1949... *50% increase* in dealer cooperative advertising fund.
- The reputation of building the world's finest home laundry equipment for over 50 years... *no costly service problems*.
- Quality, design, eye-appeal and buy-appeal plus many exclusive *sales-clinching features*.
- A model for every customer... *for every purse*.
- Expanded radio and television advertising plus a complete set of literature, direct mail and point-of-sale material that *work and sell for you*.

Yes... advantages like these are yours with a WHIRLPOOL franchise. Don't settle for less... *cash in* on the trend by selling WHIRLPOOL. Investigate this profit opportunity today... mail the coupon now!

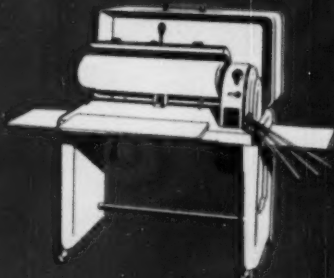
**MORE PROFIT FOR YOU**

## GREATEST HOME LAUNDERING SENSATION OF '50



### AUTOMATIC DRYER

WHIRLPOOL Dryer... available in gas or electric models... features built-in air circulation, forced air exhaust, automatic stopping and restarting plus other exclusive, profitable selling points.



### IRONERS

WHIRLPOOL Ironers are available in three models to fit every purse. They too... features include automatic roll reversal, double rollers, large roll, generous work space and many other features recommended.

Clip Coupon... MAIL TODAY

WHIRLPOOL DIVISION  
Nineteen Hundred Corp., St. Joseph, Mich.  
I'm interested... send me information on the complete line of WHIRLPOOL home laundry equipment.

Firm Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
Individual's Name \_\_\_\_\_

**NINETEEN HUNDRED CORPORATION**  
St. Joseph, Michigan

For Only 50 Years Manufacturer of the World's Finest Home Laundry Equipment

IN CANADA: John J. & Co. Toronto, Ontario



## MORE POWER *than ever!* GREATER VALUE *than ever!*

Again in 1950, Chevrolet is the outstanding leader in the entire truck field! Chevrolet brings you more power—and more value—than ever before. *These 1950 P·L trucks are the most powerful trucks Chevrolet has ever built!*

Chevrolet—and only Chevrolet—leads the field in popularity, performance, payload and price. Chevrolet—and only Chevrolet—has earned the right and proved its right to leadership.

See your Chevrolet Dealer today. He sells a P·L truck for every trucking job. And every one gives you MORE POWER . . . GREATER VALUE . . . than ever!

CHEVROLET MOTOR DIVISION, General Motors Corporation  
DETROIT 2, MICHIGAN

### Out in front with all these **Plus Features:**

- TWO GREAT VALVE-IN-HEAD ENGINES: the new 105-h.p. Load-Master and the improved 92-h.p. Thrift-Master—to give you greater power per gallon, lower cost per load
- THE NEW POWER-JET CARBURETOR: smoother, quicker acceleration response
- DIAPHRAGM SPRING CLUTCH for easy action engagement
- SYNCHRO-MESH TRANSMISSIONS for fast, smooth shifting
- HYPOID REAR AXLES—5 times more durable than spiral bevel type
- DOUBLE-ARTICULATED BRAKES—for complete driver control
- WIDE-BASE WHEELS for increased tire mileage
- ADVANCE-DESIGN STYLING with the "Cab that Breathes"
- BALL-TYPE STEERING for easier handling
- UNIT-DESIGN BODIES—precision built.

## CHEVROLET P·L

### ADVANCE-DESIGN TRUCKS

**P\*Popularity Leaders** The public's overwhelming preference for Chevrolet trucks is proof of owner satisfaction earned through the years. Beyond question, Chevrolet P·L trucks are the nation's leading choice in the entire truck field.

**P\*Performance Leaders** The new Chevrolet P·L trucks give you high pulling power over a wide range of usable road speeds—and on the straightaway, high acceleration to cut down total trip time.

**P\*Payload Leaders** The rugged construction and all-around economy of Chevrolet P·L trucks cut operating and repair costs—let you deliver the goods with real reductions in cost per ton per mile.

**P\*Price Leaders** From low selling price to high resale value, you're money ahead with Chevrolet trucks. Chevrolet's rock-bottom initial cost—outstandingly low cost of operation and upkeep—and high trade-in value—all add up to the lowest price for you.



For a "MILLION DOLLAR" BREEZE  
TURN ON  
THE NEW 1950 Dearborn

## SIFON-AIRE WINDOW FAN!



**Y**OU'LL turn on the breeze . . . and turn on the sales, with Dearborn's revolutionary new SIFON-AIRE WINDOW FAN. With its brand new "Orchid Blade," the Sifon-Aire is a distinct departure from orthodox fan design—eliminating the whirlpools and eddies of air at center and tips that cause most conventional type fan blades to lose efficiency. This unique and exclusive Dearborn design makes possible an air volume delivery equal to or superior to much larger fans. Finished in handsome pearl-grey hammered baked-on enamel—quickly installed in most windows. The "whisper-quiet," efficient Sifon-Aire will bring your customers a "million dollar" breeze—bring you a cool profit in increased sales.

For double efficiency, team the Sifon-Aire with the Dearborn evaporative cooler . . . it will do a remarkable job of keeping cooled air on the move . . . to keep the comfort constant.

### READY FOR YOU—FACTS AND FIGURES ON YOUR MARKET READY TO HELP YOU GET MORE SALES AND PROFITS

Dearborn has an exclusive MARKET ANALYSIS of your sales territory—vital facts and figures never before available. This careful fact-finding was prepared especially for you—to help point you to your prospects—to help you sell more Dearborn evaporative coolers and Sifon-Aire Window Fans.

*Ask your Dearborn salesman to give you  
this powerful selling information!*

**Dearborn** *Aire*  
DEARBORN STOVE COMPANY  
CHICAGO • DALLAS

Offices at 5830 N. Paulski Road, Chicago • 1700 W. Commerce St., Dallas • 3625 S. Grand Ave., Los Angeles • 1355 Market St., San Francisco • 364 Nelson St., N.W., Atlanta • 629 Grove St., Jersey City



**DW-25B**  
**THE REVOLUTIONARY NEW SIFON-AIRE WINDOW FAN**  
New design, new finish, new performance. New Orchid Blade is the most efficient ever designed for exhaust fan. Delivers 2,500 cubic feet of air per minute.

### AMERICA'S MOST ADVANCED EVAPORATIVE COOLERS



**THE Swing-front DEARBORN-AIRE DEF-22B**

An outstanding advancement in cooler design and operation—new Swing-front is another exclusive Dearborn feature. Produces 2,200 cubic feet of cooled air per minute, bringing air conditioned comfort at lowest cost.

**THE DEARBORN-AIRE DEB-25 AND DEB-35**

Feature for feature, the best looking, most efficient and trouble-free coolers on the market. Designed for big cooling jobs, delivering 2,500 and 3,500 cubic feet of cooled air per minute, respectively.



**Dearborn Weather-Maker Evaporative Coolers and the Sifon-Aire Window Fan are nationally advertised in America's leading magazines.**

# Two great new **ARVIN** values

**NOW!** *a two-purpose fan  
that really works both ways!*

## ARVIN

*Cool-R-Hot*

## LECTRIC FAN



Exclusive ARVIN  
Safe-Guard Switch  
cuts current instantly  
if unit is tilted or upset



AND LOOK AT THE PRICE! ONLY

**\$17<sup>95</sup>**

*In green,  
golden bronze or ivory*

Backed by a powerful spring and early summer National Advertising Campaign! Ideal for promotion during National Electric Housewares Week, April 14-22.

ARVIN Electric Housewares Division  
**NOBLITT-SPARKS INDUSTRIES, INC.**  
Columbus, Indiana

**COOLS**  
*when it's Hot!*



**HEATS**  
*when it's Cold!*



Engineered by the  
world's leading producers  
of fan-forced heaters

THIS latest masterpiece of Arvin engineering means handsome profits and steady sales for you, all year 'round! The Arvin Cool-R-Hot Electric Fan actually does a super job on both counts.

In hot weather, the Electric Fan's big 8-inch fan, with exclusive Arvin "air-scoop" design, delivers a cooling breeze at the rate of 600 cubic feet per minute—as much as most 10-inch fans and about 40% more than most other combination units. And that refreshing air current can be aimed in any direction, because the Arvin Electric Fan has an adjustable head.

For chilly days, Electric

Fan's 1320-watt heating element, controlled by a separate switch, goes into action—delivering warm air fast enough to raise the temperature of a small room several degrees in a few minutes. It combines radiant and circulating heat.

And, year 'round, Arvin Electric Fan is safer with children, because the exclusive Arvin Safe-Guard Switch cuts off current instantly if unit is tilted or upset!

So get your order in now, and be first in your community to offer the Arvin Electric Fan—the year-'round fan your customers have been wanting for years! It's new! It's beautiful! It WORKS!

**EXTRA  
PROFIT!**

40% discount in master carton lots. (3 in master carton.)



timed for

APRIL 14-22

# National Electric Housewares Week



Amazing new

## ARVIN

## Lectric Grill

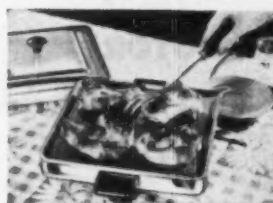
95 sq. in. of efficient cooking area

Only **\$10<sup>95</sup>**



Toasts, fries, grills, worms. Not a gadget. Not a miniature. But a big business-like electric grill that's perfect for apartments, cottages, summer camps and trailers. Your customers will be quick to see its value as a gift, too—because it's so beautifully styled... finished in gleaming chrome. Lid prevents grease from splatter-

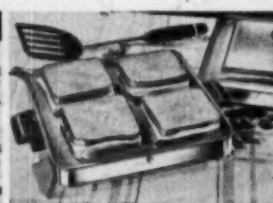
ing—keeps food warm until ready to serve... Aluminum cooking surface means even heat all over... Limiting thermostat prevents overheating... Drip spout drains grease... Six-foot synthetic rubber cord with unbreakable plug... Four plastic feet to protect table-top. 800 watts. 110-120-volt AC only. Underwriters' listed.



4 chops



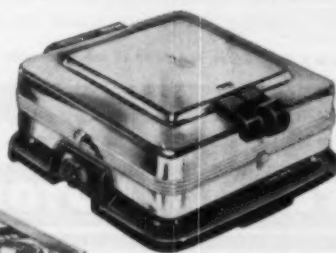
Bacon and eggs



4 sandwiches



warming



**\$24<sup>95</sup>**

Arvin Electric Housewares Division

*P.S.* Still time to cash in on Arvin's great *Charming Hostess Lectric Cook* promotion!

Arvin's 4-color pages in Ladies' Home Journal and Woman's Day are current right now! Make them pay you big dividends by tying in your displays with Arvin's complete promotion! Thrifty housewives by the million will read about this big combination offer—and will want that delightful Charming Hostess Party Package included with each Arvin Lectric Cook! They know Arvin Lectric Cook—America's most versatile

cooking appliance. Bring them into your store to BUY!

**Charming Hostess Party Package**

Big display carton contains regular size packages of Kraft's American Cheese, Duff's Waffle and Pancake Mix, Swift's Prem, and Log Cabin Syrup—with a fine collection of tested recipes. Make it help you sell more Arvin Lectric Cooks—RIGHT NOW!

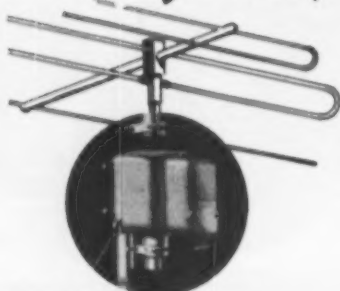
**NOBLITT-SPARKS INDUSTRIES, INC., COLUMBUS, INDIANA**

ELECTRICAL MERCHANDISING—APRIL, 1950

PAGE 27



*No wonder* **ALLIANCE TENNA-ROTOR**  
*is the fastest profit maker in television today!*



Tenna-Rotor comes complete in one package!  
Both standard Model ATR and Deluxe Model DIR available!

New Model DIR as illustrated has indicator control case to show compass direction!



### **There's Only One TENNA-ROTOR! Here's Why!**

**Only Tenna-Rotor** blankets the nation with advertising . . . every week your customers see Alliance film demonstrations right in their homes!

**Only Tenna-Rotor** can point to nearly 200,000 satisfied users from coast to coast!

**Only Tenna-Rotor** has Underwriters' Laboratories approval and a one year guarantee!

**Only Tenna-Rotor** has special 4-conductor cable with "ZIP" feature for faster, easier installations!

*E. T. L. Laboratory tests prove operation in sub-zero, rain and icy weather!*



Trade Mark Reg. U. S. Pat. Off.

**ALLIANCE MANUFACTURING COMPANY • ALLIANCE, OHIO**  
Makers of Alliance Phonomotors and Power-Pak Motors

Get your share of extra lamp bulb sales during General Electric's

# BRIGHTEN-UP TIME PROMOTION



## NATIONWIDE ADVERTISING IS BUILDING DEMAND

From now 'til May your neighborhood customers will be reading about General Electric's "Brighten-Up Time" promotion featuring a "Spring Shower of G-E Lamp Values!" Full-color ads are backing it up in the Post, This Week, and Parade. Plus spot radio announcements and commercials on the Fred Waring television show!

## SPECIAL DISPLAYS TO HELP YOU TIE IN!

If you don't yet have your special tie-in package, call your G-E lamp supplier today. You'll get plenty of bright streamers, price cards, and colorful display pieces. Use 'em all . . . with a mass display that features the General Electric 4-lamp package. For extra sales and easy profits this Spring, tie in with "Brighten-Up Time".



## A NEW KIND OF LAMP TO SPARK SALES!

General Electric's new White lamp gives softer shadows and less glare, because it's "all-over bright". 100-watt size now being featured in G-E consumer advertising.



Be sure to see  
the Fred Waring  
television show  
every Sunday night.

*You can put your confidence in —*

**GENERAL  ELECTRIC**





The R. S. Campbell store at 1943 Central Street, Evanston, Ill.



Bob Campbell

## In business three years, Bob Campbell does \$200,000 in appliances

**Surrounded by long-established competitors, he makes appliance salesmen out of college students, youngsters and customers.**

**T**HREE YEARS AGO, Bob Campbell gambled his future on an idea. He now sells appliances at the rate of \$200,000 a year within a stone's throw of three long-established competitors.

Armed with the idea that everyone is a potential salesman, Bob set out to prove it. His story is convincing evidence that resourcefulness is rewarded in the appliance field.

On graduation from the University of Illinois in 1940, Bob went into the army. After four years in uniform, he came out as a technician in refrigeration.

"The work interested me," said Bob, "so I decided to combine what I knew about refrigeration with what I had learned in school. Selling and repairing refrigerators seemed a likely combination, but I'd never sold anything in my life."

In April of 1946, Bob opened up at 1913 Central Street, Evanston, Illinois, with a line of Admiral and Philco refrigerators. "For a while," he said, "salesmanship wasn't important. Refrigerators were still hard to get, and any dealer who could repair an old one had plenty to keep him busy. But in another year, when things began to level off, I had my first brush with competition.

### Puts students to work

"So I did some figuring. I thought about what made me buy things, and why I went to one store rather than another. I tried to find out what makes one store succeed while others fail."

As appliances came into greater supply, Bob added other white lines, radios and small ap-

pliances, and enlarged his service staff. Needing more space, he moved to his present location at 1943 Central Street in May, 1947.

"Being near the Northwestern University campus, I signed up some students as part-time salesmen," said Bob. "Working on a commission basis in their spare time, they bring in a lot of customers for me and pick up pretty good money for themselves."

The outside force now includes six part-time and two full-time salesmen, and Bob says, "They really dig up the business."

### Windows attract customers

In August, 1947, Bob sold his first television set to a Northwestern fraternity. "At first," he said, "I just handled one set at a time, and used television mostly as a novelty to bring in traffic. I put up seats around the set in my display room and invited people to come in and look.

"But now I put the sets in the windows instead, with excellent results. I have four sets turned on in each of the two display windows many evenings. Each set is tuned to a different program, and it sure stops the crowds."

Because there are no taverns in Evanston, Campbell's windows offer some people their only opportunity of viewing television. To capitalize on this attention value, he puts advertised merchandise in the windows along with copies of his ads, and his name in a promi-

nent place.

"Many of my TV sales," reports Bob, "can be traced to the kids who have watched it in my windows." Not one to pass up a selling possibility, Bob is now planning a television club for children. They will meet in the store on certain afternoons to watch children's programs, and Bob plans to furnish membership cards and buttons.

"One sale often means follow-up sales in this business, and fast-selling television makes it easier to get started," Bob said. He now carries Admiral, Motorola, DuMont, Philco and Sentinel television sets.

### His customers sell, too

In keeping with his policy, Bob maintains contacts with milkmen, icemen, and other home merchants who simply mention the store name to housewives when the opportunity arises.

And then he makes appliance salesmen out of his customers. "The best way to do this," said Bob, "is to give them the best service they can get anywhere. That's what we try to do, and we've found that when they like our work they do a selling job on their friends for us.

"Service is especially important because I do a big volume in used appliances. A great many of my sales of new merchandise are made to customers who first bought a used item, and later traded it in.

"There's a guarantee with every used appliance I sell, and with used TV sets I give a new set guarantee. These guarantees are a big selling point."

Bob nearly always allows some trade-in value on a customer's old appliance to help close a sale. "Even if it can't be resold," he said, "it's worth it to me to make the customer feel good. People hate to throw anything away.

### Young business—young ideas

"I now have six full-time service men on the job, and they're busy all of the time. Although people will put up with poor radio reception, they want immediate service when the television picture isn't completely clear."

Bob will tell you, "We've got a young organization, and largely a young clientele. We try to keep growing with young ideas that sell and re-sell."

You look around his well-organized store and you agree. Just off the main display room is a television studio where prospects may sit comfortably and compare the reception of different sets.

While major appliances account for the bulk of his volume, he carries a large stock of small appliances to create traffic. A film developing service, unique in appliance stores, also brings in prospects.

### Advertising is basic

Bob's ingenuity has paid off with a steadily increasing volume of business. In 1946, he grossed



Bob Campbell (right) suggests selling points to a pair of his student salesmen.

\$23,000. The figure rose to \$30,000 in 1947, \$45,000 in 1948, and passed the \$200,000 mark in 1949.

How does he account for these increases? "I guess it's just constant selling in every way possible," Bob said. "Ideas and hard work have been important, but it could never have been done without advertising. That's any merchant's basic bid for business.

"I do some direct mail advertising, and I advertise my used merchandise in the classified section of the local paper with good results.

"The advertising that gives me the biggest returns per dollar invested, however, is my Selective Area advertising in the Chicago Tribune. When I can buy a full page of advertising in the best-read newspaper in my trading area at a cost which is often less than \$30 a page, I'll say it's a bargain. With the Selective Area plan, I can afford ads of big size on a frequent schedule.

"Sure, there are other dealers' names in the same ad, but they're located so far away that the ads work almost exclusively for me in my trading area.

"Big space in the Tribune looks like big money. A lot of people mention my ads, and they wonder how I can afford it. They don't realize that my ad is delivered in only one part of metropolitan Chicago—the part, incidentally, where my best prospects live.

"Besides the prestige it carries, Selective Area advertising has broadened my trading area. It is the only advertising I can afford that

effectively covers so much territory. I have plenty of customers today that I never would have reached without it.

### Ads a big factor

"What's more, the ads are written to pull at the retail level, and they identify my store as an outlet for famous-brand appliances.

"Even when I can afford to run a good schedule of big-space individual ads in the Tribune, I intend to keep up my regular Selective Area participations. I feel certain that these ads have helped put me on the map in my part of Chicagoland, and I know they've been a big factor in building volume up to \$200,000."

**MANUFACTURERS:** Bob Campbell's views are shared by many of the 2,013 appliance retailers in Chicago and suburbs, more than half of whom have participated in the Chicago Tribune's Selective Area advertising plan.

\* That this factory-controlled, agency-placed advertising meets the needs of dealers, manufacturers and distributors is demonstrated by the fact that more than \$1,000,000.00 has been spent under the plan in the appliance field alone.

For specific suggestions on how this tested plan can help you develop your full potential in the multi-billion dollar Chicago appliance market, consult the Chicago Tribune representative nearest you. Why not do it today?

## Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Chicago Tribune representatives: A. W. Dreier, 510 Tribune Tower, Chicago 11; E. P. Strubbecker, 220 E. 42nd St., New York City 17; W. E. Bates, Penobscot Bldg., Detroit 26; Fitzpatrick & Chamberlin, 155 Montgomery St., San Francisco 4; also, 446 S. Hill St., Los Angeles 13. MEMBER: FIRST 3 MARKETS GROUP AND METROPOLITAN SUNDAY NEWSPAPERS, INC.

# TIMED RIGHT FOR YOUR 1950

## ELECTRIC HOUSEWARES

### BILLION DOLLAR OPPORTUNITY

# PROCTOR'S "Once in a Blue Moon" PROMOTION

**YOU GET** 2 sensational new ironing products to introduce to your customers!

Adjusts to users' height  
...sitting or standing!



**\$12<sup>95</sup>**

*Mary Proctor*  
**HI-LO IRONING  
TABLE**

*Mary Proctor* CUSTOM-FIT PAD AND COVER SET



**\$3<sup>95</sup>**

Comes in 3 lovely colors—primrose yellow, powder blue, sand beige—and "sun-bleach" white. Fits any board drum-tight for easier, smoother ironing.

**YOU GET** tremendous national advertising reaching, selling your customers!

Proctor "Blue Moon" sales messages run up into the millions. Hard-driving ads in color are appearing in American Weekly, Ladies' Home Journal, Life, McCall's, Good Housekeeping, penetrating to the roots of your community...sending customers to your store. Smashing black and

white newspaper ads are scheduled for selected markets. Every important trading area in the country is blanketed by Proctor advertising. Make it work harder for you. Tie in your store as Proctor headquarters. Use free Proctor point-of-sale material, ad mats. And profit, profit, profit!

**YOU GET** 4 great price specials on accepted quality appliances!



◀ **PROCTOR STANDARD  
TOASTER** ... \$18.95 a year ago.

Now **\$13<sup>95</sup>**

**PROCTOR CUSTOM TOASTER  
AND TRAY SET** ... Reg. \$32.45

Now **\$23<sup>95</sup>**



◀ **PROCTOR NEVER-LIFT IRON**

Reg. \$14.95 Now **\$11<sup>95</sup>**

**PROCTOR CHAMPION IRON** ... Reg. \$12.95

Now **\$9<sup>95</sup>**



\*Fed. Tax Incl.

**PROCTOR ELECTRIC** has local promotional program including plans for direct mail, demonstration and tie-in newspapers advertising. Get in touch with your local Proctor District Manager to get your share.

# PROCTOR®

NEWSMAKER IN APPLIANCE MERCHANDISING  
PROCTOR ELECTRIC CO., PHILADELPHIA 40, PA.



# LEWYT FEATURES

your salesmen should demonstrate during the **BIGGEST SPRING DRIVE** IN CLEANER HISTORY!



## 1. NO DUST BAG TO EMPTY!

No muss . . . no fuss! Nothing to shake out! The bag's gone—the bother's gone! Lewyt's smooth metal Dust Bowl empties clean in seconds.

Never before has it been more important for your salesmen to review the revolutionary sales features of the Lewyt Cleaner. Show your salesmen this ad. Let them refresh their memories! Tell them how easily they can boost their earnings with Lewyt during the **BIGGEST SALES & ADVERTISING PUSH IN THE CLEANER INDUSTRY!** Get them using Lewyt's 10-second demos! Make sure they're manning your Lewyt 'Market Place'! Make sure they're using five "10-second demos" a day! Make sure they know Lewyt's sales-winning features! This Spring, more than ever, it pays to concentrate on Lewyt!



## 2. IT'S QUIET—NO ROAR!

Lewyt is super-powerful, yet super-quiet. You can even clean the nursery without waking the baby!



## 3. NO LEAKING DUST!

Only Lewyt filters dust 4 ways—gives you "hospital clean" air to breathe! Allergy sufferers love it!



## 4. SPECIAL DUSTING BRUSH!

Whisks away dirt from venetian blinds, furniture, books, lamps—does *all* your dusting!



## 5. NO TELEVISION INTERFERENCE!

Lewyt's exclusive "Video-pak" prevents interference with radio and television reception!



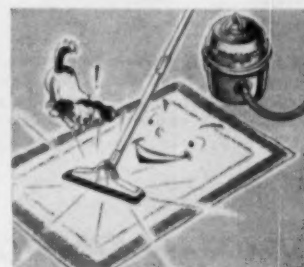
## 6. SWEEPS BARE FLOORS!

Other attachments brighten draperies and upholstery . . . clean radiators . . . even de-moth your closets!



## 7. SPRAYS PAINT!

New professional-type Spray-gun saves you time and effort! Lewyt waxes linoleum and bare floors, too!



## 8. PRESERVES YOUR RUGS!

New No. 80 Carpet Nozzle gets more dirt, lint, threads, hairs . . . with less rug wear! Magic "Energizer" automatically renews cleaning power!



## 9. 10 WORK-SAVING ATTACHMENTS!

Light, easy to use! Easy to store away in Lewyt's neat little "hat box"! Everything you need for every cleaning job—no extras to buy!

Check your inventory of Lewyt Cleaners TODAY! STOCK UP! GET SET!

# DO IT with LEWYT

THE WORLD'S MOST MODERN VACUUM CLEANER!

LEWYT CORPORATION, Vacuum Cleaner Division, Dept. 4, 76 Broadway, Brooklyn 11, N.Y.

# THE BIG 3 THAT MAKE ELECTRIC RANGE SALES GROW

Three simple things are all you need do to build more Electric Range sales. They work! Dealers in all parts of the country have proved that to themselves. Try these three steps and find out for yourself:

## 1

### HAVE AN OPERATING ELECTRIC RANGE ON YOUR FLOOR



It's always easier to sell a "live" range than a "dead" one. Have a working model plugged in right on the sales floor for demonstration. Then, when you flip a switch, the prospect sees action, feels how quickly the elements heat up, can touch the oven and feel how cool the outside is when it's hot inside. Demonstrations build store traffic, too!

## 2

### USE AN ELECTRIC RANGE IN YOUR HOME



That's the best way to get yourself enthusiastic, to be convincing when you're telling prospects how easy this range is to use; about its coolness and economy; how its automatic controls save time, and what delicious meals it cooks.

## 3

### MAKE A FOLLOW-UP CALL ON PURCHASERS



When a customer buys an Electric Range, chances are she's not too familiar with its operation. With just a little help she'll find out where every control is, and how to use it. That's why it's so important not to let the sale drop when delivery is made. Have the salesman or your home economist visit the customer once or twice after delivery, and demonstrate the range in the customer's own home. Then she'll be the kind of satisfied customer who is a good salesman for you, can bring you a lot of other customers.

CASH IN ON THE TREND...  
***Sell Electric Ranges!***

Another million American families switched  
to Electric Cooking last year!

#### ELECTRIC RANGE SECTION

National Electrical Manufacturers Association, 155 East 44th Street, New York 17, N. Y.

ADMIRAL • COOLERATOR • CROSLY • FRIGIDAIRE • GENERAL ELECTRIC • GIBSON • HOTPOINT  
KELVINATOR • LEDO • MONARCH • NORGE • QUALITY • UNIVERSAL • WESTINGHOUSE

#### Wire Your Store for Modern Merchandising

Remember—when your store has a three wire service to demonstrate Electric Ranges, it is also wired for other appliances, such as Electric Water Heaters and Electric Clothes Dryers. This, of course, spreads the wiring cost; helps boost sales in general, because any appliance sells better "live" than "dead."



# WHY

# SHOULD YOU SELL DUCHESS?



**BIG**

A 10 lb. washing machine for only

**\$99<sup>95</sup>**

ZONE NO. 1  
with full mark-up

**NONE BIGGER  
NONE BETTER!  
AT ANY PRICE**



MODEL 80  
**\$109<sup>95</sup>**  
ZONE NO. 1



MODEL 90  
**\$129<sup>95</sup>**  
ZONE NO. 1

Get the complete Duchess story on the complete Duchess line. There's money in it for you — and satisfaction too!



MODEL 50  
**\$89<sup>95</sup>**  
ZONE NO. 1

**Duchess**  
REGISTERED IN U.S. PATENT OFFICE  
**WASHERS**

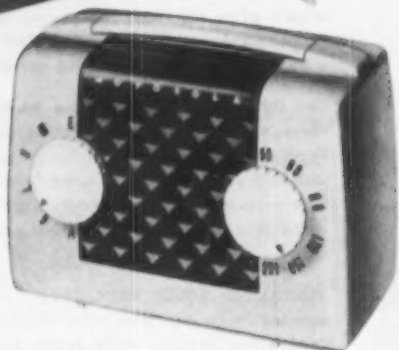
APPLIANCE MANUFACTURING CO., ALLIANCE, OHIO

*Date the Duchess for Good Times in '50*



new profits

## SPRING and SUMMER



### NEW PORTABLE BEAUTY AT NEW LOW PRICE!

Here's a natural value for the budget-wise! Model 5L1, the "Music Box," shows no compromise with quality. Your customers still get AC/DC and battery operation—can still depend on "big set" power—and can still enjoy wonderful Golden Voice tone. 2-tone tan and brown plastic.

RETAIL PRICE

**\$24<sup>95</sup>**

Batteries Extra



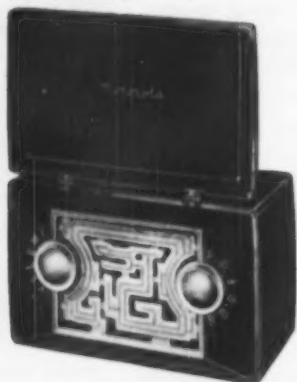
### MOTOROLA'S FINEST IS THE FINEST OF ALL!

For your customers who demand the finest, Motorola's all-new 6L1 "Town & Country" portable radio plays everywhere—on land—at sea—or in the air. The new precision-engineered 6L1 chassis delivers EXTRA BIG POWER plus EXTRA RICH Golden Voice TONE where most portables fail to play at all! Wafer-thin new plastic case in forest green with gold trim.

RETAIL PRICE

**\$39<sup>95</sup>**

Batteries Extra



### STUNNING "JEWEL BOX"... MILADY'S FAVORITE!

The very latest, and smartest in portables—from Motorola, of course! Named the "Jewel Box," Model 5J1 incorporates a Motorola precision chassis for unfailing power and fine tone on AC/DC or battery operation. Rich ebony, jade and gold plastic case.

RETAIL PRICE

**\$29<sup>95</sup>**

Batteries Extra

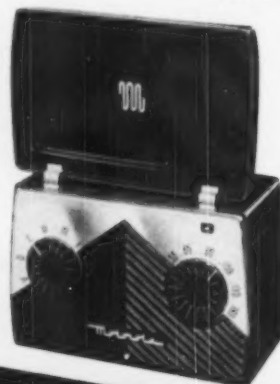
### TINY MITE THAT'S DYNAMITE FOR SALES!

It's Motorola's all new 5M1, the "Playmate Jr.," AC/DC—BATTERY "personal" size portable radio! Packs unusual power for its size—delivers Motorola's traditional Golden Voice tone. Plays instantly at a flick of the cover. Sturdy all-metal green case.

RETAIL PRICE

**\$34<sup>95</sup>**

Batteries Extra



new all thru... now better than ever

**Motorola**  
PORTABLE RADIOS

MOTOROLA, INC.  
4545 AUGUSTA BLVD., CHICAGO 51, ILL.

from a new merchandising idea...

# PORTABLE GIFT PROMOTION...



check the quick-profit  
possibilities of this new  
*gift package!*

Now... brand new '48 Motorola portable radios are packaged in beautiful, eye-appealing gift boxes. And, most important, backed in the gift with a complete national gift promotion that'll pay off for you. Spring and summertime create a national gift market with special days and events that add extra sales to your usual early summer portable sales. Cash in—stock up—and tie in your local promotion with Motorola's powerful national campaign. **ORDER STOCK NOW!**

## BACKED UP WITH THIS BIG PORTABLE PROMOTION!

Here's the biggest barrage of promotional material ever made available... built around a gift slant to back you up! You'll get sales-pulling portable radio NATIONAL ADS in 17 big-name magazines! You'll have related "gift" MAT ADS in sizes to fit your local newspaper needs! You'll attract business with a special WINDOW DISPLAY and WINDOW STREAMERS to pull customers in your store! Once in, they'll be pleasantly greeted by effective POINT-OF-SALE COUNTER CARDS designed for each gift occasion. And, you'll reach the stay-at-home with gift-pushing TV SPOTS and RADIO TRANSCRIPTIONS! The profits are yours for the taking—take them... order now!



NATIONAL  
ADS

MAT  
ADS

WINDOW  
DISPLAY

WINDOW  
STREAMER

SEASONAL  
DISPLAY  
CARDS

GIFT DAYS  
DISPLAYS

contact your *Motorola* distributor today...

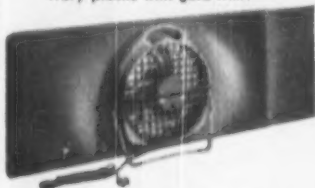
# NEW! 1950 FRESH'ND-AIRE LINE! 1950 MERCHANDISING PLAN!



**Floor Circulator.** Delivers maximum cool, draft-free circulation, quietly. Perfect safety for children and pets. In two-tone neutral gray and yellow plastic. Scuff-proof and stain-resistant.



**Compact Fanette.** Four new Models. Powerful! Portable! Attractive modern safe design! Standard 8" and 10" models—cool green plastic! Gift models—ivory plastic with gold trim!



**3 Way Combination Window Fan.** Another versatile Fresh'nd-Aire model. Wonderful as an intake or exhaust fan; may be removed from the bracket for use anywhere! Fits any window without installation.



**Handy Heaterette.** Combination fan and full 1320 watt heater. Ideal for year round use. Changeable with the weather—blows hot or cold. Also an ideal hair dryer.



**Versatile Floor Circulator.** For use on floor, table or in window! Designed in smart, brown plastic to blend with furniture.



## Full color Fan Department

**Order this basic planned inventory!  
Get these profitable advantages!**

- Full color Fresh'nd-Aire counter selling station—illustrated above!
- Maximum traffic appliance discounts! ● Hard-hitting retail ads!
- Backing of national advertising in Time Magazine!

Basic Fresh'nd-Aire planned inventory—Figure out the profit for yourself

| Quantity | Description                                      | Total Retail Value<br>Tax Incl. | Dealer's Cost<br>Tax Incl. |
|----------|--|---------------------------------|----------------------------|
| 4        | Model 80 Fanettes                                | \$ 47.80                        | \$29.60                    |
| 2        | Model 100—10" Fanettes                           | 33.90                           | 20.98                      |
| 2        | Model 80 DX, DeLuxe Fanettes                     | 25.90                           | 16.04                      |
| 1        | Model 100 DX, DeLuxe 10" Fanettes                | 17.95                           | 11.11                      |
| 1        | Model 1320 Heaterette Combination Heater and Fan | 14.95                           | 9.25                       |
| 1        | Model W800 3-Way Combination Window Fan          | 16.50                           | 10.22                      |
|          |  | Total Retail Value              | Total Dealer's Cost        |
|          |  | \$157.00                        | \$97.20                    |

**Dealer's profit \$59.80 (a full 40% discount) + \$6.50 display FREE**

Order through your distributor as Deal No. 1390

### FRESH'ND-AIRE COMPANY

makers of famous FRESH'ND-AIRE Custom Chrome Electric Air Circulators

221 North LaSalle Street • DIVISION OF CORY CORPORATION • Chicago 1, Illinois





Du Pont announces a NEW finish for refrigerator interiors

# Now you get twice the sales punch

...with



...plus



More than 20,000,000 refrigerators have gone into homes all over the world with a washable, mar-resistant DULUX Enamel exterior finish! Can there be any more convincing proof of DULUX sales appeal? Is there any wonder dealers everywhere point to the DULUX seal to establish quality fast in the minds of difficult prospects?

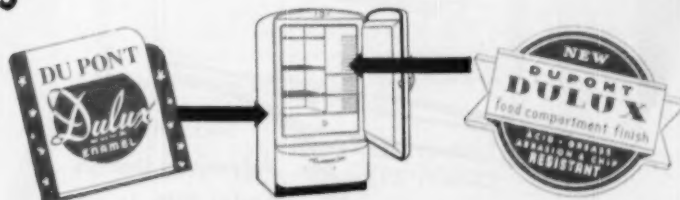
Now you can put just twice the impact into your sales talk . . . when pre-tested DULUX Enamel—identified by the DULUX Enamel seal—is on the refrigerator's exterior . . . AND . . .

... NEW DULUX Food Compartment Enamel—identified by a special new seal of its own—is on the refrigerator's interior!

DULUX Food Compartment Enamel is an amazing development of Du Pont research that has thoroughly proved itself in exhaustive laboratory tests and in thousands of refrigerators now in home use. Be sure your manufacturer supplies DULUX-finished refrigerators with both DULUX seals. If you don't ask for them when you buy you can't feature them when you sell!

USE THESE SEALS TO CLOSE YOUR DEALS

"DULUX" IS AMERICA'S LEADING  
HOME-APPLIANCE FINISH



BETTER THINGS FOR BETTER LIVING  
... THROUGH CHEMISTRY

## DULUX Refrigerator Finishes

# PHILCO'S CHALLENGE

## No other refrigerator offers So Much for the Money in Quality and Modern Service



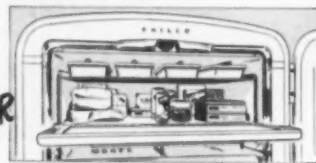
Deluxe Equipped with Full-Width Freshener Drawer • Easy-Out Ice Trays • Self-Closing Door Latch • Chrome finished Steel Shelves

This Philco  
Advanced Design  
Model 906 is one  
of the new 1950 Philco  
Refrigerators priced  
from \$189<sup>50\*</sup> up

\*ZONE 1

HERE, from Philco, is the refrigerator that challenges all comparison for sales appeal, for modern refrigerator service, for honest, built-in quality. It's the Philco Advanced Design Model 906 Combination Refrigerator with built-in Home Freezer . . . 9.6 cu. ft. . . the greatest deluxe refrigerator value ever built. See it, compare it, judge for yourself why we say it's *unmatched at its price* . . . the value leader of the year in beauty, exclusive selling features and dependable, service-free performance.

True  
Zero-  
Zone  
FREEZER



Large, genuine built-in home freezer with insulated door, fully enclosed on all sides, maintains the safe, scientifically approved zero zone temperatures necessary for fast freezing and long-time storage of all kinds of foods. Extremely fast freezing of ice cubes on separate shelf, out of the way.



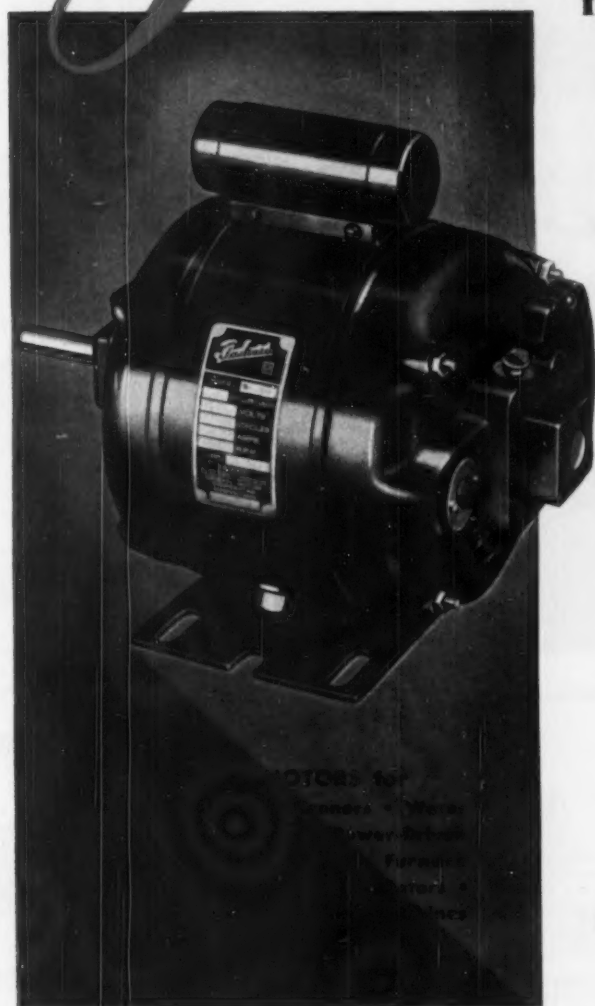
### Unmatched in Features and Sales Appeal

- ★ **Full-Width Quick Chiller**—New extra-cold zone . . . 7° to 15° colder than main storage shelves . . . quick chills beverages, salads, desserts. Has built-in covered meat compartment.
- ★ **Fully Adjustable Shelves**—Arrange the shelves to suit yourself . . . instantly raise or lower them to accommodate foods of any size or shape. Only Philco gives you this convenience.
- ★ **Cold From Top to Bottom**—Uses every inch of interior space, right down to the floor, for *real* refrigeration suited to all kinds of food. Utmost storage capacity for the space it occupies in your kitchen.
- ★ **King Size 1/6 H. P. Unit**—Extra cooling capacity makes possible the faster, more uniform refrigeration this Philco is designed to give.

P

erfect for your purpose...

## PACKARD fractional horsepower MOTORS



Packard motors are the answer to your fractional horsepower motor requirements. Their recognized dependability and efficiency, plus rugged design and outstanding uniform quality will increase the prestige and trade acceptance of your products.

Packard motors are mass-produced by specialists who have built fractional horsepower motors *exclusively* for the past 33 years. Today our enlarged plant facilities and all of our engineering and manufacturing experience continue to be concentrated in this single field.

Profit now from this singleness of purpose. Remember, for superior performance, for quick service and complete satisfaction, specify Packard motors . . . the perfect answer to your fractional horsepower needs.



*Packard*

Packard Electric Division, General Motors Corporation,  
Warren, Ohio

DEPENDABLE APPLIANCE MOTORS  
FOR THIRTY-THREE YEARS



# New Giant-Oven Range Amazingly Low-Priced! Compact! Thrifty!

**New Proof—You Can't Match a FRIGIDAIRE Range!**



Manufacturer's Suggested Cash Price for Model RM-30, Illustrated Above

ONLY

**\$169<sup>75</sup>**

Prices include delivery and placement, warranty and Federal Excise Tax.  
Local Tax and special wiring (if any) extra. Prices subject to change without notice.

Visit your Frigidaire Dealer — see the large, complete selection of Frigidaire Electric Ranges. Look for your Frigidaire Dealer's name in Classified Phone Directory. Or write Frigidaire Division of General Motors, Dayton 1, Ohio. In Canada, Leaside 12, Ontario.

Electric Ranges • Refrigerators • Automatic Washer • Clothes Dryer • Electric Ironer • Food Freezers  
Electric Dehumidifier • Electric Water Heaters • Kitchen Cabinets and Sinks • Air Conditioners

**FRIGIDAIRE**  
"Thrifty-30" Electric Ranges

HERE's a completely new and wonderful idea in electric ranges. A big range in everything that counts—extra oven space, striking beauty, Frigidaire quality construction, plus the important cooking advantages of much more

costly ranges. It's perfectly sized for today's smaller kitchens, but has enough cooking capacity for big harvest meals. Yet this new Frigidaire "Thrifty-30" Electric Range is only 30 inches wide — and sensationally low in price!

*Look What's New Outside!*  
*Look What's New Inside!*

**NEW Thrifty Giant Oven** — biggest in any household range—6,200 cubic inches—big enough for 6 pies! Heavily insulated on all 6 sides—cooks more food with no more current! Oven stretches clear across the range—provides more space up front. One-piece oven—porcelain rust-proof finish. Sliding shelves adjust to 5 positions. Counterbalanced shelf-type door.

**NEW Beauty**—styled by Raymond Loewy. Striking slanted front—high back panel—one-piece Flowing-Top of acid-resisting porcelain. The snowy-white Lifetime Porcelain finish, even on the sides of the range, is rust-proof, won't discolor, wipes clean with a damp cloth. The switch knobs are out in front—they're easy to read and easy to use.

**NEW High-Speed, Waist-High Broiler** gets steaks just right! The speedy broiler unit is recessed in oven top—out of the way. Porcelain broiling pan—easy to clean.

**NEW 5-Speed Radiantube Cooking Units** cook faster—use less current. 4 standard-size units—including an extra-big one. Units swing up and porcelain drip trays lift out for easy cleaning.



**NEW Cook-Master** (on Model RM-35, shown below) combines in one unit the controls for automatic oven cooking, a Cooking-Top Lamp, and kitchen clock. Handsome styling, set off by gleaming chromium trim.



**NEW Super-Size Utensil Drawer** (on Model RM-35) Full-width—located right below the oven. Glides silently on triple Nylon rollers.



This emblem on a Frigidaire Electric Range is your assurance of the same measure of outstanding convenience, economy, dependability and beauty that has made the Frigidaire Refrigerator America's No. 1 Refrigerator.

Model RM-35—with Cook-Master and Utensil Drawer  
Manufacturer's Suggested Cash Price \$199.75



# R & M FANS for '50 ...the line with sales FOLLOW-THROUGH!

## 52 MILLION MESSAGES IN THE POST AND COLLIER'S!

Yes, sir! An ad a week for ten solid weeks in the big, beloved, beloved *Saturday Evening Post*. Plus a four-week "bonus-blast" in *Collier's*. Here's beautiful, gorgeous, convincing *Collier's*. Here's beautiful, quality merchandise that is priced right—promoted to the hilt for bigger and better dealer profits!

## MOTION DISPLAYS THAT MOVE MERCHANDISE!

Two sure-fire stoppers for window or floor display. Fan does all the work—produces motion that attracts, interests, convinces. Cute, yes, but with real "come-on." Let these animated beauties do the job of show 'em... tell 'em... sell 'em!

**ROBBINS & MYERS, INC.**  
SPRINGFIELD 99, OHIO • BRANTFORD, ONTARIO

## GENEROUS CO-OP PLAN!

Funnel the pressure of R & M's huge national advertising campaign right into your store. Truly liberal, local, tie-in promotion. A plan that really bolsters limited advertising budgets!

## SALES PROMOTION WITH SOCK!

Colorful consumer folders, window streamers, complete newspaper ad mats, fan cuts—all with a whale of a wallop—all free! Yes, new R & M Fans for '50 are the ones with sales FOLLOW-THROUGH!

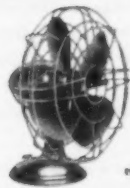
## BUT YOU HAVE TO STOCK TO SELL!

R & M Fans for '50 are the finest we've ever produced. And we're backing them, as you can see, with powerful promotion galore. But you can't sell what you don't have. So order stock from your R & M Fan distributor now and get all the sales helps that go with R & M Fans for '50—the line with sales FOLLOW-THROUGH!



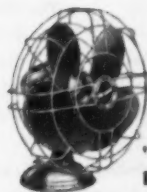
"PEDESTAL"

Adjustable height, 38" to 62" from floor to center of fan. Beautiful gunmetal finish. Telescoping, chromium-plated and gunmetal column. Wide, quiet blades deliver 1500 cubic feet of air per minute. Fully enclosed oscillating mechanism. Guaranteed 5 years. 16", 2 speeds. \$57.95, retail.



"QUIET"

Wide-blade, powerful oscillator at a popular price. Delivers up to 1500 cubic feet of air per minute. Handsome bronze-lacquer finish. Sturdy die-cast body and base. In 10" and 12" blades, guaranteed 1 year; 16" size, guaranteed 5 years. Two speeds on 12" and 16" sizes. With bracket, for wall mounting, from \$15.95, retail.



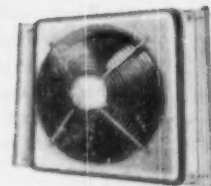
"QUIET  
DE LUXE"

Large, ultra-quiet, overlapping blades. New gunmetal-enamel finish. Cadmium-plated guard. Die-cast body and base. Oscillating mechanism fully enclosed. Delivers up to 1700 cubic feet of air per minute. Guaranteed 5 years. In 12" and 16" blades. Three speeds. With wall bracket, from \$41.95, retail.



"BREEZE-ALL" FLOOR FAN

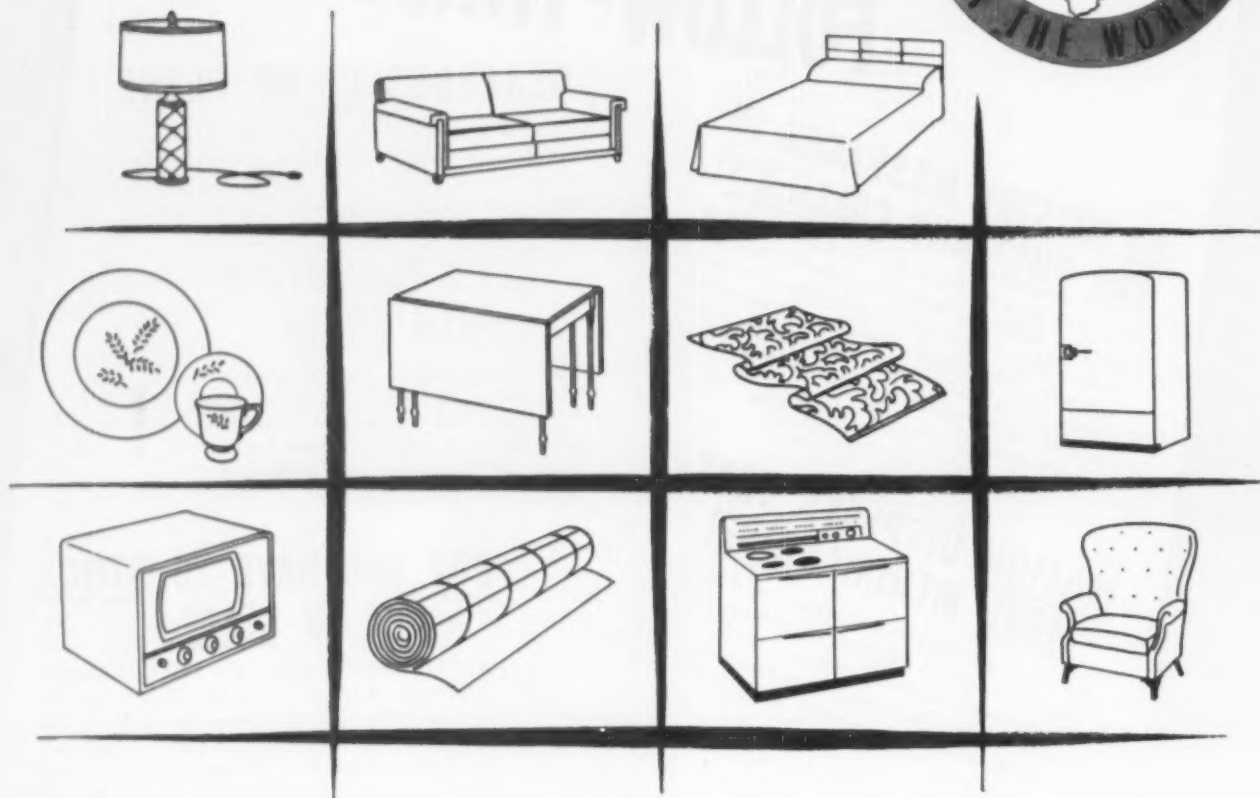
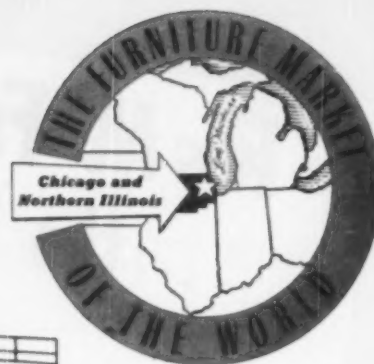
Durable, mottled-mahogany plastic cover and metal band. Chromium-plated legs and grille. Safe from top, bottom, sides. Delivers a whopping 3500 cubic feet of air per minute. Doubles as extra seat or table. Extra-low-cost operation. 12", 3 speeds, quiet. Guaranteed 5 years. \$46.95, retail.



"WINDOW FAN"

Fits any window up to 35" wide. Ideal for renters and home owners alike. 28" blades deliver 4250 cubic feet of air per minute—the equal of many attic fans! 18" size is electrically reversible to draw air in; push air out. Ivory enamel. Ultra-quiet, 2-speed, rubber-mounted motor. Guaranteed 1 year. From \$54.95, retail.

**Nowhere else in the world is there  
such a great home furnishings market**



The Chicago Furniture Market, with its great January, July and regular weekly markets, is the world's largest continuous market operation. Its facilities, totalling more than 83 acres, include display and sales-rooms of approximately 3250 manufacturers of furniture, floor coverings, appliances, radios, lamps, fabrics, wallpaper and decorative accessories.

Retail furniture dealers from all 48 states, Canada, Mexico and 10 other foreign countries make upwards of half a million trips annually to Chicago's furniture market—to buy—and to observe here the newest developments in display and merchandising techniques.

There are many reasons why the home furnishings industry, the nation's 3rd largest, which in 1949 did a \$12.17 billion gross, selected Chicago as the headquarters of its tremendous marketing activities.

This city and area, quickly and easily accessible from the nation's foremost furniture manufacturing area, have the unequalled diversified transportation facilities so essential to national and international marketing and distributing operations. Here, too, are skilled display and merchandising organizations whose services guide many of the nation's successful retail merchants. And in the Chicago area, the resources and services of numerous, well-established banks are ever available to serve the financial aspects of large-scale marketing operations.

The advantages of the Chicago-Northern Illinois area, utilized so well by the home furnishings industry, can be advantages for *your* enterprise, too. Write us, outlining your problem, and we will gladly prepare a free confidential survey of the benefits your specific business would enjoy in the Chicago-Northern Illinois industrial area.

**Industries in the Chicago area have these outstanding advantages:** Railroad Center of the United States • World Airport • Inland Waterways • Geographical Center of U. S. Population • Great Financial Center • The "Great Central Market" • Food Producing and Processing Center • Leader in Iron and Steel Manufacturing • Good Labor Relations Record • More Than 2,500,000 Kilowatts of Power • Tremendous Coal Reserves • Good Government • Good Living • Good Services for Tax Dollars.

#### TERRITORIAL INFORMATION DEPARTMENT

Marquette Building—140 South Dearborn Street, Chicago 3, Illinois—Phone RAndolph 6-1617

**COMMONWEALTH EDISON COMPANY • PUBLIC SERVICE COMPANY OF NORTHERN ILLINOIS  
WESTERN UNITED GAS AND ELECTRIC COMPANY • ILLINOIS NORTHERN UTILITIES COMPANY**



# MORE SALES through MORE BEAUTY...



**How G-E Textolite\*  
plastics tops  
help you sell  
more sinks...  
more cabinets**

\*Reg. U. S. Pat. Off.

- Appliance dealers find they can increase their volume when they push the sale of colorful G-E Textolite-topped dinette tables, kitchen tables, cabinets and sinks along with other appliance items. It's easier to sell a whole kitchen—instead of a few units—when customers see these beautiful, durable tops.

#### EXCLUSIVE, DISTINCTIVE PATTERNS!

Color is a dominant factor in making the kitchen a pleasant place to work in! By choosing among the many exclusive General Electric

Textolite patterns, housewives can create just the "atmosphere" they desire. For example, an overly warm kitchen on the sunny side of the house can be "cooled" with blue-green combinations. Or a too-dark kitchen on the shady side can be enlivened by a color scheme of warm yellows and reds. Customers appreciate the long-wearing qualities of General Electric Textolite tops, too. Beautiful and durable, this plastics surfacing gives dealers satisfied customers who are good prospects for other sales.

Write us today for full details on how G-E Textolite can help you sell more kitchen appliances. Just address Section 48-10, Plastics Division, Chemical Department, General Electric Company, Pittsfield, Mass. Or send for the free illustrated booklet with pattern sheet showing G-E Textolite designs in full color.

*You can put your confidence in*

**GENERAL  ELECTRIC**

**FREE!  
SEND FOR  
BOOKLET:**

General Electric Company, Section 48-10  
Plastics Division, Chemical Department  
Pittsfield, Massachusetts

- ☐ Please send me free booklet with pattern sheet of G-E Textolite Top designs.
- ☐ I am interested in handling G-E Textolite Tops. Please have your representative call.



Name \_\_\_\_\_  
Business \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# YOU NEED

## the more complete information this machine gives you!

Business grows more complex every day—demands more business information and more accurate information. Install a National "200"—the streamlined National Cash Register that contains an in-built adding mechanism. It gives you so much information, so much protection—at such low cost—that you cannot afford to be without it any longer.

The National "200" distributes your transactions *automatically* into any 8 desired classifications, such as departments, selling employees, services, commodities, etc. Notations may be written opposite any entry. The in-built adding mechanism is completely independent, and can be used at any time without disturbing the cash register records.

The National "200" brings you simplified, mechanized record-keeping. It prevents mistakes... speeds service... shows the price of each item in a purchase and the mechanically added total of all. Absolute figure accuracy is assured. Have your local National Cash Register office demonstrate the time-and-money-saving advantages of the National "200" to you today!



## Check these features against your needs!

✓ **STOPS MISTAKES—SAVES TIME.** Indication shows price of each item and total. Machine automatically adds items, preventing mistakes in addition, and speeding customer service. Records from 1¢ to \$999.99. Gives protective supervision over all prices charged, and control of all money collected.

✓ **EXTRA LARGE CASH DRAWER.** 7-coin, 4-bill compartments. Free-gliding roller-bearing construction prevents binding and sagging. Removable, plastic coin tray permits balancing cash in private.

✓ **AUTOMATIC DISTRIBUTION.** Classification keys automatically separate sales by departments, selling employees, services, commodities, or other classifications. Quickly adapted to any need or use.

✓ **DESCRIPTIVE KEY SECTION.** Identifies individual selling employees. Records sales-slips, numbers, quantities, weights, etc. Prints stock, code, and size numbers, etc.

✓ **ALL RECORDS UNDER LOCK AND KEY.** A 5-position lock, operated by proprietor's personal control key, protects records and accumulated total.



**THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO**

# Your VELVET

comes from  
**GOOD  
TIME  
SALES**

*Helps Dealers Make*  
*More* **SALES**

*More* **PROFITS**

*More* **SATISFIED CUSTOMERS**

## **COMMERCIAL CREDIT CORPORATION**

A Subsidiary of

Commercial Credit Company Baltimore, • Capital and Surplus Over \$100,000,000

**MORE THAN 300 OFFICES IN PRINCIPAL CITIES OF THE UNITED STATES AND CANADA**

ELECTRICAL MERCHANDISING—APRIL, 1950

Less than half of your appliance sales during the balance of the year will be cash sales. You close them on your own, and your sales staff's skill at salesmanship.

The other 50%, plus or minus, will be time payment sales.

Here, an outside factor enters the picture. Your salesmanship still is of the first importance. But your financing connection . . . the extent to which they will support you and the advantages they extend to your customers . . . can win or lose many sales for you.

Any financing institution can skim the cream of credits for you. But take some customers. If they are turned down quickly, it may be that inadequate investigation has cost you a profitable sale and a good future customer. And, if a careless credit investigation passes it, maybe you have a bad sale and a repossession to face.

Because of years of experience, Commercial Credit service can invariably investigate *promptly* so you don't lose a potentially good sale, and *intelligently* so you don't get stuck with a bad one.

Your Commercial Credit representative is available at any time for consultation and advice on the best time payment procedures. Have a talk with him.

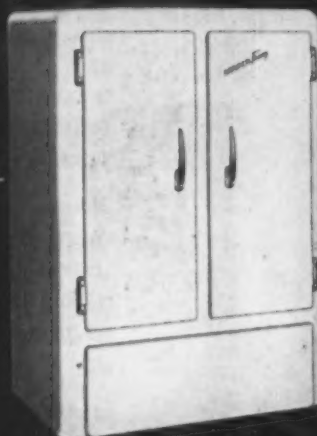




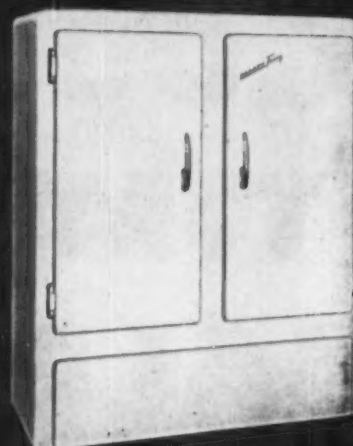
# Tops in Value!



12  
CUBIC FT.  
UPRIGHT



18  
CUBIC FT.  
UPRIGHT



30  
CUBIC FT.  
UPRIGHT



12  
CUBIC FT.  
CHEST



18  
CUBIC FT.  
CHEST

NEW 1950 MODELS and new 1950 prices are good news for Harder-Freez distributors and dealers. Tyler's reputation for outstanding value in freezers helps you sell against any competition. Exclusive new Center Plate Coil and 14 other major features! Some territories are still available.

**HARDER Freez**  
THE ECONOMICAL  
HOME FREEZER

by **TYLER**



Distributors—Dealers—  
write or wire TODAY!  
**TYLER FIXTURE CORP.**  
HARDER-Freez Div., Niles, Mich.

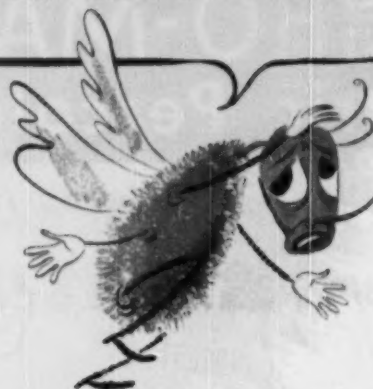
EM-4



**WE HATE  
WESTINGHOUSE  
BUG-A-WAY BULBS...  
BUT MISTER,  
YOU'LL LOVE 'EM!**

**'CAUSE CUSTOMERS FLOCK  
LIKE FLIES FOR NEW  
BUG-A-WAY BULBS**

Insects do a fast fade when they see the yellow light of the new Westinghouse BUG-A-WAY bulb. But customers come running once they learn what it's all about. It's the ideal answer for their porch lights, garages, terraces, boat houses, etc. And a fine business booster for roadside stands. You'll like BUG-A-WAY bulbs because they are a complete new source of sales. A new point for adding to your regular bulb profits. BUG-A-WAY insect bulbs come in two sizes — 60 watt and 100 watt. The ceramic coating won't peel, chip or wash off. Handy 3-lamp carton triples sales. They're simple to display in their sturdy package . . . easy to carry, easy to store. Like to know more about BUG-A-WAY bulbs? Just mail the coupon.



**DRAT IT!**—Profits are high on BUG-A-WAY bulbs — every dealer'll sell 'em!

**CURSES!**—No wonder they sell so many BUG-A-WAY bulbs, with all this display material!



**Boost BUG-A-WAY profits  
with this colorful display  
material and ad mats.**

**YOU CAN BE SURE...IF IT'S**  
**Westinghouse**

*the name you know in* **LIGHT BULBS**

Lamp Division, Westinghouse Electric Corp.  
Bloomfield, N. J.

EM

Gentlemen: I want to make some summer profits with BUG-A-WAY bulbs! Send information.

Name

Store

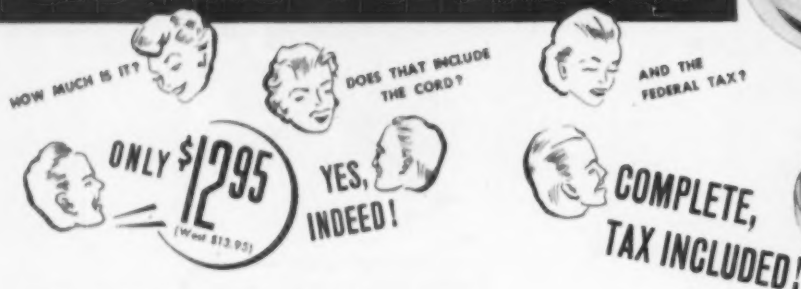
Street

City  Zone  State

# Answers

TO YOUR CUSTOMERS' QUESTIONS ABOUT  
THE **NEW**  
*Completely Automatic*

## MIRRO-MATIC Electric Percolator



PATENT NUMBER 1944458  
OTHERS PENDING

**Q.** What do they mean by "completely" automatic?

**A.** COMPLETELY Automatic means that all you have to do is put in measured quantities of ground coffee and water, and plug it in. You'll never have to touch your MIRRO-MATIC again until you're ready to pour.

**Q.** You mean it will make the coffee, then keep it hot till I want it?

**A.** It certainly will. MIRRO-MATIC has two heating elements. A powerful, 600-watt element is used to percolate the coffee. As soon as the coffee is done, MIRRO-MATIC automatically changes over to a 30-watt element that maintains a constant heat to keep the coffee drinking-hot till you want it.

**Q.** Won't the coffee get too strong if you keep it hot that way?

**A.** Not in MIRRO-MATIC! Because it keeps the coffee at the ideal drinking-temperature, just below boiling point, and never percolates after coffee is done.

**Q.** Does the water boil at any time?

**A.** MIRRO-MATIC construction never permits the water to boil at any point in the process. Because of this, the coffee is never harsh or bitter.

**Q.** How do you adjust it, to vary the strength of the coffee?

**A.** In the only natural way... by varying the amount of coffee used. There are no mechanical "settings", no switches, no adjustments, no lights.

**Q.** Does it have a "timer" to determine how long it will perk?

**A.** No indeed! Again, perking time is controlled automatically, depending upon the amount of water used. The MIRRO-MATIC long-life thermostat actually takes the temperature of the coffee as it is being brewed, stopping percolation at just the right time.

Buy from  
your Jobber

**MIRRO**  
THE FINEST ALUMINUM

**Q.** How much coffee will it make?

**A.** 4 to 8 5½-ounce cups. Regardless of the amount you make, strength and flavor never vary, because they're controlled the natural way, by the amount of coffee and water used.

**Q.** Does it start perking right away?

**A.** The powerful high-heat element starts in seconds after you plug it in.

**Q.** How long does it take MIRRO-MATIC to make a full 8 cups of coffee?

**A.** You'll be drinking the finest coffee you've ever tasted, in about 16 to 18 minutes after you plug in the cord!

**Q.** Haven't I seen this beautiful urn design somewhere else?

**A.** You probably have. No other automatic electric coffee-maker has these graceful lines, but MIRRO-MATIC was designed after the traditional urn-shaped beauty of the most costly sterling silver.

**Q.** Is the MIRRO-MATIC Electric Percolator made by the same people who make the famous MIRRO-MATIC Pressure Pan?

**A.** It certainly is! Both are products of MIRRO, the Finest Aluminum.

**Q.** I didn't know they made electrical things.

**A.** They surely do! MIRRO has made millions of electric percolators. They pioneered in this business, years and years ago.

**Q.** Isn't this the percolator I've been reading about in all the magazines?

**A.** Yes! This MIRRO-MATIC Electric Percolator is being advertised in Ladies' Home Journal—Better Homes & Gardens—Good Housekeeping—Woman's Home Companion—American Home—Country Gentleman—McCall's—This Week, and other magazines.

ALUMINUM GOODS MANUFACTURING CO., MANITOWOC, WIS.  
FIFTH AVENUE BLDG., NEW YORK 10  
MERCHANDISE MART, CHICAGO 84  
World's Largest Manufacturer of Aluminum Cooking Utensils



# Wake up to Preway

the line you've long been daydreaming about

Gas and Electric Ranges That Are Going Places FAST



**T**HIS is your dream line, Mr. Dealer, now brought to reality as the sweetest line of gas and electric ranges that you've ever seen.

Think what you can do with a price advantage that is sensational. Consider the reaction of these breathtaking beauties on women when you point out quality construction features that they can see and feel. Imagine the response you'll receive when you demonstrate the convenience features that match the performance stories of the so-called big name ranges. In a phrase, never, never before has anyone in the appliance industry offered dealers, and their customers, so much for so little.

If this is significant to you, you'll find a real business opportunity in the short, well-balanced Preway line—a product of Prentiss Wabers, a multi-million dollar company and America's fastest-growing manufacturer of oil-burning space heaters and household ranges of all types. Phone, wire or write today for full information.

**PRENTISS WABERS  
PRODUCTS CO.**

9450 SECOND STREET, N., WISCONSIN RAPIDS, WISCONSIN

# Make Every Month a Profit Month

**Y**ou have plenty of sales makers on hand when you stock the Hotpoint line. For this popular group of home appliances includes every major unit for the complete electric kitchen and home laundry.

That means dealers who feature the full Hotpoint line have highly saleable merchandise every month of the year—enjoy steady, month-after-month profits.

It's the new, modern way—the Hotpoint way of conducting a profitable home appliance business. It is typical of Hotpoint's constant dealer co-operation and an outstanding feature of the modern home appliance franchise—the Hotpoint franchise.

Today, the nation-wide "Switch to Hotpoint" is working near miracles in the home appliance field. Scores of dealers, monthly, are discarding old fashioned methods of merchandising for the Hotpoint plan. The Hotpoint distributor in your territory will give you full particulars. See him soon. From NOW on, make EVERY month a PROFIT month by featuring the complete Hotpoint line.

| 4th month |    |    | April |    |    | 1950 |  |  |
|-----------|----|----|-------|----|----|------|--|--|
| s         | m  | t  | w     | t  | f  | s    |  |  |
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| 9         | 10 | 11 | 12    | 13 | 14 | 15   |  |  |
| 16        | 17 | 18 | 19    | 20 | 21 | 22   |  |  |
| 23        | 24 | 25 | 26    | 27 | 28 | 29   |  |  |



- ★ **No More "Laidowns" Following Hot Selling Seasons**
- ★ **No More "Doldrums" That Eat Away Profits**
- ★ **No More "Valleys" That Reduce Profit Peaks**
- ...**But A Full Line Of Products That Insures A Full Year Of Profits**

*Switch to Hotpoint*  
for **YEAR 'ROUND** Profits!

**Hotpoint Inc.**

(A General Electric Affiliate)

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALS®  
WATER HEATERS • FOOD FREEZERS • AUTOMATIC WASHERS  
CLOTHES DRYERS • ROTARY IRONERS • CABINETS

5600 West Taylor Street, Chicago 44, Illinois

# ARVIN Profitable Portables



## Value Champ

Arvin Model 446P Battery Portable is brand new in design, brand new in sparkling performance, brand new in out-and-out profit-building sales appeal! New colors to catch your customers' eye, too—sun tan or burgundy, each with contrasting fittings. Smartly styled in satin-smooth plastic, compact, and light weight—only 3½ lbs. complete! Amazing range. Delightful tone. Underwriters' listed. Show it now, and catch the cream of the portable trade!

\*Slightly higher in zone 2

**\$16.95\***  
Less batteries



## Three-way model that sets the standard for all portables!

Arvin Model 350-P 3-Way Portable is the super-powered beauty that performs rings around anything else you have seen at this low price! Works everywhere! Three smart colors—Kingfisher Blue, Jade Green, or rich Burgundy, all with contrasting fittings. Alnico V speaker. Operates on batteries, AC or DC. Underwriters' listed.

**\$34.95\***  
Less batteries

# Styled Right Priced Right

## to sell on sight!

Every Arvin Portable is master-engineered to give complete satisfaction—to stay sold—and to help build new sales for you wherever it is used! Prices are right for the customer—profits are right for the dealer!

## CASH IN ON ARVIN'S NATIONAL ADVERTISING

in The Saturday Evening Post,  
Country Gentleman, Progressive Farmer

Arvin Radio & Television Division  
**NOBLITT-SPARKS INDUSTRIES, INC.**  
Columbus, Indiana





## THIS BIG, LOW-PRICED COOLERATOR WILL MAKE EVERY FAMILY A FREEZER PROSPECT



### REVOLUTIONARY DUAL-DUTY COOLERATOR FREEZ-R-ATOR

Offers a big "family-size" freezer plus a built-in refrigerator in a single 18½ cu. ft. cabinet. The Freez-R-ator is a Coolerator exclusive. It is as sensationally featured as it is priced and offers an ideal step-up from the 10 cubic foot Coolerators for extra profit sales.

When prospects look at the size—check the features—and compare the price on this value-packed Coolerator—freezer sales are really going to climb.

It's the greatest profit opportunity ever offered in the freezer field. Just look at the features—10.3 cu. ft. capacity with unusual compactness—finger-lift lid—the convenience of sliding shelves—dual temperature for fast freezing and economical storage—hermetically-sealed unit—\$150 Food Protection Plan—5-Year Warranty and a score of other features formerly confined to much higher priced freezers. And you can sell this fully-featured Coolerator on modest payments with only \$30 down. That's a "pays-for-itself-story" that's easy to tell—easy to prove—easy to sell.

Be sure to see the FB102 Freezer at your Coolerator Distributor now. You'll find it's the value scoop of the year. It's the freezer you can feature, display and advertise for sharply increased sales in the big, profitable mass market.

# Coolerator

**THE COOLERATOR COMPANY**

DULUTH 1, MINNESOTA

Chicago Offices: 11-107 Merchandise Mart

# YOUR STAKE IN ELECTRIC HOUSEWARES

Advertising and promotional efforts being made by NEMA and individual manufacturers during Electric Housewares Week, April 14-22, can be capitalized on by dealers all during the year with ideas included here



By ROBERT M. OLIVER

Chairman, Sales Promotion Committee, Electric Housewares Section, NEMA; General Merchandising Manager, Electric Housewares Division, Landers, Frary and Clark

MUCH has been said about the newly named Electric Housewares industry. In an effort to emphasize its combined volume and potential, impressive figures have been used. Retail sales are computed in millions, with average industry volume during the last three years of more than \$500 million each year. A billion dollar industry is predicted.

Even after eighteen years of "New Deal" and "Fair Deal" arithmetic it is still pretty difficult to envision a billion dollars. Most dealers measure their businesses in much smaller figures. According to recent analyses, more than half of the country's electrical appliance retailers have annual volumes under \$25,000. Fewer than a third range from this to as much as \$100,000. About 14 percent do more than \$100,000 a year. This might not seem like a lot of business, but compared with pre-war years these totals are substantial.

The time has come to take a long, hard, practical look at the electric housewares business in terms of the individual retailer, who is investing capital and time and wants to do it efficiently and profitably.

#### Bread-and-Butter Items

Historically, the retail appliance business grew from the installation of wiring and lighting fixtures. Electric irons, fans, toasters, waffle irons and other smaller appliances became the

first purchases of the family in the newly wired home. Sales of electric irons and other electric housewares items paid the rent and a welcome profit. It was also found that the family whose first purchase was an iron came back and bought other appliances. In fact, the individual retailer's business grew in direct proportion to the number of families who had bought irons.

Electric housewares were the bread and butter products of the dealer's business. They remain so now.

In terms of the individual retailer, the electric housewares business is already big business.

It got that way more because the public has bought than because retailers have sold. With even a fraction of the time, effort and money invested in the sale of other products, any merchandising-minded retailer could double or triple his electric housewares volume. And, what is more important, make money.

Shortly before the end of the war it was my privilege to conduct a series of merchandising clinics for factory,

wholesaler and retailer executives. At one of these it was boldly advocated by a retailer that a business confined exclusively to electric housewares products could be most satisfactorily and profitably conducted. A detailed profit and loss statement substantiated this and made some of the irritating problems which confront other branches of the industry—trade-ins, price cutting, servicing, deliveries and others—seem pretty silly.

Two extremely important reasons for viewing electric housewares in such favorable perspective are *inventory* and *space*. With prudent management the \$14,297.60 volume shown in the accompanying table can be reached with an average inventory investment of \$1044. Only 12.5 square feet of floor area is required.

There is no trade-in problem. If known brands are stocked, prices are protected by fair trade laws. Service is simply and inexpensively handled. For the most part, the delivery problem is solved by the purchasers themselves. Sale costs are low; in fact, too

low, considering the business and profit to be had through more aggressive merchandising.

#### Spring Drive Opens Soon

During April, May and June electric housewares manufacturers are investing unprecedented sums of money in national advertising to direct attention to the wide variety of services offered by their products.

Readers will be invited to your store and those of other appliance retailers for the purpose of seeing the many ways in which electricity can be helpful—in every room of the house.

There will be an industry advertisement, a full page in four colors in the April 15th issue of the *Saturday Evening Post*, and there will be any number of supporting advertisements in the *Post* and other magazines featuring the products of individual manufacturers.

Carefully prepared *retail selling aids* are available through the National Electrical Manufacturers Association and may be obtained from your own distributor.

There are two tie-in kits for the industry ad priced at \$2.00 and \$1.00 each. The more expensive one contains a beautifully lithographed cardboard display piece which can be used in any number of different combinations to spotlight your store as electric house-

(Continued on next page)

(Because of the necessity for meeting our publication deadline, it was not possible for Mr. Oliver to consult with NEMA officials on the facts, statistics and conclusions in this article and he was therefore compelled to draw upon his own extensive industry knowledge and experience of trade terms, trends, methods and figures, none of which necessarily represent the views and opinions of NEMA.—The Editors)

## THE FOOTHILLS LEAD TO THE MOUNTAIN

By James W. Alsdorf

President, National Housewares Mfrs. Assn.; President, Cory Corp.



JAMES W. ALSDORF

**I**n the appliance business, the foothills are electric coffee brewers, toasters, irons, mixers, fans. The mountains are refrigerators, television sets, washing machines, dryers.

The profit on these appliance mountains is tremendous. So tremendous that it's easy to forget that the foothills not only lead to the mountains, but that the combined profit of a number of small sales can equal or better the profit from one big sale.

When we don't realize this, we're fooling ourselves with our own sales psychology—only in reverse. We feature installment buying because we know that \$1.00 sounds a lot less than \$50.00 cash on the line. By the same token, a profit of \$4.00 seems like peanuts compared to a profit of \$40.00. But when those \$4.00 profits are regular, they soon add up to more than \$40.00.

And just as important, those same customers who buy electric housewares will sooner or later be in the market for a major appliance. Where will they buy it? Consider your own buying habits to find the answer to that. When you and your wife decide to spend the wad on a big thick juicy steak, do you

hunt up a store you've never seen the inside of before? Or do you go to the store you always patronize—the store where you're in the habit of buying your bread and potatoes?

Your customer is no different. The woman who is in the habit of coming to you when she wants to buy a coffee brewer, a cord for her iron, or to have her toaster repaired, will lead hubby through your door when they've decided to buy that television set.

So dust off your fans, toasters, coffee brewers, and mixers and get your share of the big profits these electric housewares can realize when you sell them in volume. The potential volume is there. Last year the retail dollar volume on electric housewares was some \$500,000,000. When you consider the ever-expanding market presented by a million new homes a year—almost two million marriages a year—when you consider the high trade discounts housewares offer—well, can't you see yourself at the wheel of that new car you've had your eye on?

So don't lose money and waste time trying to find a new way to the mountain. Remember, you always reach the mountain if you climb enough foothills.

## Your Stake in Electric Housewares

(continued)

ware headquarters. The \$1.00 kit contains posters, display cards and a number of other easy-to-use materials, including a check list of appliances every home should have, grouped by rooms.

Almost every manufacturer is offering special displays, special merchandise assortment and special products—all aimed at helping you to get more electric housewares business during these three months.

### National Electric Housewares Week

The combined industry effort centers around the week of April 14 through April 22. This week has been officially designated as National Electric Housewares Week. It is during this week that women will be urged to inspect the electric housewares offering in your store.

This action, the first all-out, highly concentrated, combined effort by manufacturers and distributors, aimed at expanding retail electric housewares volume during months normally termed "off-peak", is extremely significant and calls for reaction on the part of retailers.

It is significant because sales increases now, this month, next month and the one following, will inevitably result in a great deal more business during the fall and holiday months when the industry normally does its greatest volume of business.

It will be most significant if retailers seize it for what it is—a sales opportunity unlimited to begin the kind of aggressive merchandising program

needed to make the most of the tremendous potential available for the retailer who goes after it.

Sales are made in people's minds. Purchases are made in a store, when money is paid or a contract is signed and the article is either carried away or its delivery promised.

A challenging advertisement in a national magazine such as the big industry ad in the *Post*, promising an advantage, the satisfaction of a human desire, can begin an almost endless procession of thought impulses; can cause its reader to want to see the products that offer so much.

But, unless the retailer . . .

1. Reminds the reader of the ad and benefits promised
2. Has the products available for the reader to see and examine
3. Knows and tells the reader about the benefits
4. Provides facilities for purchase
5. Assures the buyer of satisfactory service

. . . the advertisement is of little value. The manner in which these things are done and the degree of effort exerted by the retailer to make certain that his store is linked with the national activity are the difference between aggressive merchandising and ordinary storekeeping.

### Step-by-Step Program

Here is a practical "what it takes" program for National Electric Housewares Week and, more important, for continuous merchandising of electric housewares throughout the year.

**Step Number One:** Relate your electric housewares volume to the rest of your business. The result may surprise you. Assuming you are getting at least the \$13,000 volume mentioned, what percentage is this of your own total? If it is 20%, are you devoting this percentage of your time, effort, space, advertising, displays, personnel to the electric housewares business? If not, you are cheating yourself.

View it from a profit standpoint. Again the result may surprise you. Unless your business is different, which is doubtful, the electric housewares share of it will produce more profit per sales dollar than most of the other products in your store. This being true, and it is in most instances, it will pay you to increase this percentage. Invest more dollars in electric housewares and get more profit dollars in return.

**Step Number Two:** Gear your promotions to national activities. National advertising reaches millions. Your customers are among those millions; the ones with the most purchasing power and the ones with the highest standards of living. A national ad is your ad, if you sign your name to it.

For example, if your store is in Greensboro, North Carolina, the big ad announcing National Electric Housewares Week will reach 17,323 people. In Harrisburg, Pa., its audience will be 23,850; in Hamilton, Ohio, 15,255; in Hartford, Conn., 87,584; in Lincoln, Nebraska, 13,775; in San Diego, Calif., 69,860. Every city, village, township and hamlet has its share of readers.

Thus, by gearing your electric housewares promotion to the national effort you get the benefit of all this advertising. If you fail to do this, you lose out. The same thing holds true with the

individual manufacturer's program. Make sure that your store is identified with the national advertising of the electric housewares manufacturers.

### How You Can Tie In

You can do this in a number of different ways; in your own local newspaper or shopping news, mention National Electric Housewares Week and call attention to the fact that you have the products featured in the national magazines; use a reprint of the national advertisement in your window; with so many nationally advertised products featured you can create a beautiful window with the industry display as a centerpiece and tie-in displays of each manufacturer around it; by all means, no matter what your window limitations, use the streamer that says "This is National Electric Housewares Week" and invites women to come inside. This streamer is an exact reproduction of the announcement in the big national ad. People will remember the ad and your store will be part of the program.

Follow the theme of the national program inside your store. In other words, make your inside display suggest the many use-benefits of electric housewares and invite your customers to check and double-check their own appliances with a list of all those available to make their lives more enjoyable. Use the printed check list which is a part of the National Electric Housewares Week promotion kit.

Employ suggestive selling. Call attention to your display and suggest one or more appliances to every person who enters your store. You can easily explain the reasons for this to your sales people and instruct them to do it. Ask questions. Use the check list to



help your customers remember appliances that need replacement and new ones they have intended to buy.

If you have a service man, invite women to bring their appliances in for a check-up during National Electric Housewares Week. Inspect them, clean them, shine and polish—and suggest replacement when needed.

If you have outside salesmen for major appliances, request them to show one electric housewares item on every call.

Offer free home trial of various appliances to preferred customers.

Demonstrate. There are so many interesting things one can do with electric housewares. Have a coffee bar, serve hot coffee. Use a sandwich grill to make tiny snacks. Make waffles, cut them into small pieces and serve with cheese or a bit of sausage. Use the mixer and attachments for grinding coffee, making drinks, aerating frozen orange juice. People like demonstrations. Electric Housewares Week is the time and your store is the place.

Offer "buy now" incentives; terms, extra-special services, gift-wrapping, recipe mailings and the many, many other things that reflect the personality of your own store.

If you have any slow movers in your stock, get them out and have a "grab bag" sale.

Introduce out-of-season merchandise as a special attraction, with reasons to buy during this event.

Have a season-end offering of electric blankets with special terms which will permit your customers to enjoy them during chilly spring nights and have them all paid for before the fall and winter season.

Start a Christmas Lay-away Club. Imagine the extra interest of a Santa Claus display in April. You have probably saved plenty of display material from last Christmas. Use it, with an appropriate message about getting those Christmas presents early.

Select a number of products especially appropriate for Mother's Day. Arrange a table of Mother's Day gifts.

Have some gift cards and offer a gift-wrap. You might even have some Mother's Day flowers and include one with each purchase.

Have a "Bride's Table." Dramatize it. Get a gift book and record purchases so that you can offer a service of helping to avoid duplication of gifts. Get a list of brides-to-be from your local paper and send out a special mailing to prospective purchasers of presents.

Feature anniversary presents for brides of other years.

Consider each room in the house and group appliances accordingly; heating pads, clocks, blankets, table radios for bedrooms, for example. This is in accordance with the National Electric Housewares Week ad and will make a dramatic, exceptionally interesting because unusual display of electric housewares in your store.

Take advantage of every seasonal opportunity. If the weather is cold and disagreeable, feature heaters and other products that will help to make the home warm and pleasant.

Have a table of health appliances, for those who have the sniffles—heating pads, vaporizers, heaters, table radios, heat lamps, sun lamps and others.

And on and on. The variety can be endless and you can make your store one of the most interesting in the community, simply by using a little imagination and taking advantage of the opportunity that is yours.

So, have at it. And follow through. National Electric Housewares Week is the beginning. Make it just that. Having found out what this big volume, big profit business can really mean, don't stop with just a single week of effort. Continue to give it the percentage of time, advertising, personnel, display, space, energy and thought-power it deserves.

Ben Franklin once sagely remarked, "Keep your business and it will keep you." Of no part of your business is this more aptly said than your electric housewares department. *End*

## \$14,297 In Sales on an Inventory of \$1044

Listed below are the more common appliances and an extremely conservative estimate of sales volume which even the smallest retailer can expect in an average year.

|  |                    |
|--|--------------------|
| IRONS, two per week @ \$10 each.....   | \$1,040.00         |
| TOASTERS, 36 during year @ \$18 each.....  | 648.00             |
| MIXERS, two per month @ \$39.95 each.....  | 958.80             |
| CLOCKS, a dozen per month @ \$5 each.....  | 720.00             |
| BLENDERS, one per month @ \$34.95 each.....  | 419.40             |
| COFFEEMAKERS, one per week @ \$24.95 each....  | 1,297.40           |
| FANS, 36 during fan season @ \$15 each.....  | 540.00             |
| HEATERS, 24 during heater season @ \$15 each....   | 360.00             |
| HEATING PADS, 24 during season @ \$7.95 each...  | 190.80             |
| SANDWICH GRILL COMBINATIONS,   |                    |
| 48 @ \$12.95 each.....   | 621.60             |
| 24 @ \$24.95 each.....   | 598.80             |
| SHAVERS, one dozen a month @ \$17.95 each....  | \$2,584.80         |
| BLANKETS, four dozen during season @ \$39.95 each.....   | 1,917.60           |
| MISCELLANEOUS, including: roasters, waffle irons, broilers, corn poppers, deep fryers, table stoves, egg cookers, hair dryers, juicers, ice cream freezers, toys, portable tools, griddles, sun lamps, coffee grinders, attachments, cords, fuses and many others @ \$200 per month..... | 2,400.00           |
| <b>TOTAL .....</b>   | <b>\$14,297.20</b> |

Multiply this by two and the dollar total is greater than the volume of one out of every two appliance retailers in the United States. Multiply it by eight and the result is more business than that obtained by 86 percent of the dealers selling all electrical appliances.

## ELECTRIC HOUSEWARES WEEK MEANS \$1-BILLION

By Stanley M. Ford

Chairman, the Electric Housewares Section, NEMA, Vice-President, Chicago Electric Mfg. Co.

**T**HE electric housewares industry as we see it today represents the attainment of a full half-century of consistent progress. In the year 1900 the first electric fans were already in production and electric flat irons were soon to follow. Each year since 1900 has brought new developments—the introduction of totally new appliances, the improvement of older ones.

Today there are more than 26 individual electric housewares items, each performing a distinctive home service, each essential to pleasant, comfortable and modern living. And so, from meager beginnings this industry has grown into a substantial half-billion dollar annual retail business.

Much of this progress has not been easily won;

each new product had to be individually pioneered alike by manufacturers, distributors and dealers. For the first time, a major program of industry cooperation has been inaugurated, not to promote one or two electric housewares items, but, rather, the entire electric housewares industry—a billion dollar opportunity.

National Electric Housewares Week is a major cooperative endeavor designed to create new industry horizons and develop consumer consciousness of all "electric housewares for better living." As an important step in the program to make electric housewares a greater industry, National Electric Housewares Week deserves the unqualified support of every manufacturer, distributor and dealer.



STANLEY M. FORD

## THE DISTRIBUTOR BACKS UP DEALER SALES OF SMALL APPLIANCES . . .



... **WITH A SELECTION** of electrical housewares that provide the appliance retailer with a balanced stock of salable goods. Most distributors maintain

a display room like that of Graybar, San Diego, above, where dealers can see the whole line available to them, get management advice on what to stock.



... **WITH MANAGEMENT** that must maintain contact with manufacturers, organize the territory, select dealers, interpret national programs and conditions on the local level, finance local operations and services. Graybar is represented in San Diego by branch manager R. T. Redfield, left, and appliance sales manager Al Jewell, who cooperate on policy and merchandising programs.



... **WITH STOCK** that is available for immediate delivery so that the dealer may not lose the traffic or impulse sales that build volume. To maintain such a stock in San Diego requires ordering from manufacturers in every corner of the nation, follow-up on delivery, cartage and organized warehouse inventory control, plus occasional personal checking of stock by management.

# The DISTRIBUTOR'S JOB

To do a profitable business, dealers need the support of capable distributors. Some wholesalers, like Graybar in San Diego, set the pace with a sound policy and good salesmen who, like Al Jewell, produce profits for their dealers

By HOWARD J. EMERSON

**W**HEN appliance dealer after appliance dealer, plus some important association men, credit a distributor with outstanding work in merchandising electric housewares, something is work looking into—for the millenium has arrived.

Probably no poorer relations have existed anywhere in the appliance industry during the post-war years than those of dealer and distributor over the handling of small appliances. And certainly no phase of appliance merchandising was more butchered. First in short supply, then in serious overstock; used regularly by distributors as tie-ins with scarce major appliances, used frequently as tie-ins or in "packages" by the retailers; carried by many new dealers who knew little and cared less, and distributed by neophyte salesmen who knew nothing of retail merchandising—electrical housewares struggled through the immediate years after the war.

### **Jewell—All-Around Man**

That, as a major element in the profit picture of the electrical appliance industry, small appliances are now getting back on their feet, is due largely to the work of such capable distributors as the San Diego branch of Graybar Electric Co., and such distributor salesmen as Graybar's Al Jewell. Recognized by most of the appliance industry in southern California as one of the most capable merchandisers of electric housewares, Jewell works both as branch appliance sales manager and as salesman for part of the San Diego territory.

### **Gets the Dealer to Sell**

Why Jewell has built his reputation may be drawn from the statement of a regional manufacturer's representative who said: "Al is never happy until the dealer has sold the appliances." Or from the statement of a retailer: "Sure I sell a lot of

small appliances—Jewell makes me." Jewell, or any good distributor's salesman, believes that success lies in selling electric housewares through the dealer, not to him.

### **The Dealer Must Profit**

"Profit comes to the dealer from the appliances which he sells, not from the ones he buys," believes Jewell. "So it is essential that we work close to the dealer, giving every possible assistance to keep electric housewares flowing over his counter into the hands of consumers. If we do that, his orders to us will take care of themselves.

"We have many functions to perform as a distributor of electric housewares. Some the dealer knows, some he doesn't realize. Of course we have to have an office, a trained staff, a warehouse and experienced men, plus delivery facilities in order to do our physical function as a jobber. And then we have to know what products are available nationally, what to buy that will sell in this area, in what season to buy it. We have to maintain relations with suppliers to see that our dealers get full support in promotions and advertising. Of course, as a large house we feel that we are able to do these jobs better than the average wholesaler—but certainly none of the functions can be neglected even by a small, independent distributor. It is equally true that those functions are not an end in themselves. The major job has to be done at dealer level, in the dealer's store, in contact with the dealer and his staff. I don't know any substitute."

How Al Jewell of Graybar, San Diego, works at dealer level is shown in the accompanying photostory, as he makes a routine call on Bob and Minerva Halvorson at their appliance store in suburban La Jolla.

Essential background to Jewell's work with his dealers is his knowledge of appliance merchandis-

ing and his familiarity with the electric housewares he sells. Much of Jewell's approach to appliance selling is the result of his association and training with Sam Scott, present Graybar district sales manager, and former district merchandising manager for Southern California. As assistant to Scott in Los Angeles, Jewell learned the fundamental approach to appliance merchandising that gave Scott national recognition for his work. And in product knowledge, Jewell excels by using the product he sells. In their Pacific Beach home, the coffee-drinking Jewells alternate between the Sunbeam Coffeemaster and the Universal automatic percolator, which are major items in his line. The Dulane "Fryrite" is a relatively new product for which Jewell has built a good business through his personal enthusiasm and the supply of his own recipes for deep-fat-fried chicken, shrimp and french toast, which he swaps with dealers and which eventually are used by the dealers on prospects.

### **Lesson in How to Relax**

And no small assist to Jewell's success in moving electric housewares over the counters of his dealers is his straightforward approach, and a personality that achieves results by "underselling" rather than high pressure. In an area that has its share of overbearing youngsters on distributors' staffs, the visit of this big, pleasant man who talks softly, but with a tone of complete confidence in the selling ideas which he brings, is a welcome relief to many dealers. They relax, listen, and believe. Or, in the words of one dealer: "Even if Al didn't sell, I'd like him to drop around. He never seems to force me to do anything, but he talks so nicely and it make so much sense, that the first thing I know I'm doing everything he suggested—and the second thing I know I'm making more money." End

## HOW A DISTRIBUTOR'S SALESMAN WORKS IN THE FIELD →



# THE DISTRIBUTOR'S SALESMAN'S

## .. Helping the Dealer Stay on His Toes



**APPEARANCE.** Frequent visits enable Jewell to know when dealers are getting lax in frequency of window changes, attractiveness of counters, seasonal displays, etc., that would lower their appeal.



**HOUSEKEEPING.** Waiting time within a store gives Jewell a chance to check displays for completeness, orderliness, dust, etc. Only fault at Halvorson's was dangling cards from appliances on display shelves.



**CAMPAIGNS.** Whether association sponsored, as above, or manufacturer inspired, campaign material must be used to build sales. Jewell sees that his dealers know the latest promotion.

## .. Helping the Dealer Stay Up to Date



**NEW PRODUCTS.** Introducing new products or new models, and showing the local sales opportunities, is regular job Jewell is doing here with Minerva and Bob Halvorson on an electric deep-fat fryer.



**NEW PROMOTIONS.** Long before manufacturers break national promotions, Jewell has explained them to his dealers, outlined profit opportunities, the cooperation needed, helped them buy and display.



**NEW SALES SLANTS.** From observation, from experience, from manufacturers' bulletins, from other dealers' successes, Jewell brings to the dealer suggestions on display or verbal selling techniques.

# JOB IS IN THE FIELD . . .

## .. Helping the Dealer Sell More



**IN THE WINDOW.** Encouraging with suggestions and materials, Jewell helps his dealers get displays of electrical housewares that will be suited to the type of traffic, capitalize on impulse buying.



**AT THE COUNTER.** Assisting the dealer in keeping the sales staff trained in latest techniques of electrical housewares selling is a regular field job for Jewell, with groups, or individuals like Milton Le Conteur.



**BY PERSONAL SERVICE.** Jewell watches for and suggests the many personal touches that develop repeat business for his dealers. He discusses with Halvorson the obvious customer appeal of gift-wrapping.

## .. Helping the Dealer Make More Profit



**BUSINESS METHODS.** Jewell with his experience and distributor know-how is a competent advisor when his dealers open their books for help in the business management of their appliance operation.



**INVENTORY CONTROL.** Jewell wants his products to move, not sit in warehouse, so he keeps regular check at order time, advising and helping dealers move overstocks, get money into fast, profitable items.



**PLUS BUSINESS** is extra profit. Jewell watches for such ideas as this plugged-in Thermador heater near Halvorson's door which sold well during winter. Jewell will use this idea to help another dealer.

# The MARKET IS GROWING

**B**Y a process of simple arithmetic any statistically inclined dealer can discover that if 1949's total dollar volume in electric housewares (approximately \$509,880,000) were divided equally among the nation's appliance merchants the share of each would be close to \$6,000.

Obviously, there was no such equal division. Individually, department stores, with their great traffic and their departmentalized emphasis on small appliances, have been the outstanding volume getters. Conversely, many independent merchants, single-mindedly pursuing major appliance and television sales, have put little emphasis on small appliances and, in some instances, haven't even seen fit to give them space for display. The net result, in 1949 and in other years, has been that some outlets have achieved staggering volumes while others have done considerably less than a fair share of the business.

All too often dealers have seemed content to leave the business to department stores, chain stores, jewelry firms, house-to-house organizations, and the like, forgetting the three obvious benefits of carrying a well-rounded stock of electric housewares: (1) they build traffic; (2) they create good will; (3) they return a good margin of profit.

## One for Each Home

In 1949 alone, over 31,969,000 small appliances in major classifications were sold. This figure, which does not include such items as knife sharpeners, infrared cookers, coffee grinders, barbecuers, deep-fat fryers, etc., means that one small appliance was sold for very nearly every wired home in America. Translated into terms of traffic, it means at least one visit to a retailer of appliances by nearly every family, at least one opportunity a year for direct contact with nearly every appliance prospect. And the dollar volume in small appliances which resulted from this traffic was \$493,789,500 for the same list, excluding those items on which actual sales figures were not available. With those items added in, the figure is well over \$500,000,000, easily 4½ times the volume done in 1941, the best prewar year. Prices, of course, have risen somewhat since prewar days, and the average retail price of electric housewares today is about \$15.45.

## The Money Makers

Some small appliances return more profit to the dealer per sale than others. Those which combine the highest profit plus the greatest turnover should naturally form the backbone of any retailer's stock. Listed on the accompanying table are 17 electric house-

wares items with their relative 1949 sales standings in both dollars and units.

How Electric Housewares Sales Compared in Dollars and Units in 1949

| Item               | Standing, Dollars | Standing, Units |
|--------------------|-------------------|-----------------|
| Irons              | 1                 | 1               |
| Toasters           | 2                 | 3               |
| Fans               | 3                 | 4               |
| Mixers             | 4                 | 7               |
| Clocks             | 5                 | 2               |
| Coffee makers      | 6                 | 5               |
| Shavers            | 7                 | 6               |
| Bed coverings      | 8                 | 13              |
| Sandwich grills    | 9                 | 9               |
| Waffle irons       | 10                | 10              |
| Roasters           | 11                | 15              |
| Heaters, radiators | 12                | 11              |
| Heating pads       | 13                | 8               |
| Blenders           | 14                | 17              |
| Hotplates, grills  | 15                | 12              |
| Broilers           | 16                | 16              |
| Corn poppers       | 17                | 14              |

Electric irons, because of the intensive promotions of manufacturers, product improvements, and the very real consumer need for this utility appliance, lead the list both in dollars and in units. In other words, a dealer can expect to sell more electric irons than any other small appliance and the price is high enough so that he will also do a bigger dollar volume than in any other appliance.

Toasters run third in unit sales, but place second in dollars, which means that although they do not sell in as great a volume as clocks they will make

more money for the average retailer.

Most outstanding of all on a dollar-to-unit ratio are electric bed coverings, which are 13th in unit volume but eighth in dollar volume. Other good performers by the same yardstick are roasters, which are 11th on the list in dollar volume and 15th in unit sales; blenders, 14th in dollars and 17th in units; and mixers, fourth in dollars and seventh in units.

Almost any small appliance will have an effect as a traffic builder. Clocks, hotplates and heating pads, which sell in large numbers at relatively lower prices, have tremendous traffic pull. The dealer who overlooks electric clocks as a staple—and profitable—item simply because they retail for as little as \$4.95 would be guilty of deliberately discouraging store traffic.

## Seasonal Seesaw

The seasonal variation in small appliance sales has always been great. As a class they reach a low in April, when only about 4.8 percent of the year's sales are made, and jump to over 30 percent of their annual sales in December. This course is followed by nearly all items, with the exception of air heaters, which trail along the bottom of the sales chart during all summer months, and fans, which lie in the cellar during the winter and zoom to the sales attic in July, reaching nearly 40 percent of their annual volume in that one month.

Nevertheless, there are enough special occasions in the calendar to warrant year-round promotion of the bulk of small appliances. If, as is often

claimed, they are in greatest demand as gifts, there are enough birthdays, holidays and marriages to make it worth any dealer's while to actively promote them on this basis. Some merchants have reported favorable sales results from such simple activities as direct mailings to engaged girls and telephone reminders to prospects of their friends' or relatives' birthdays. The seasonal lows can be partially overcome by well-timed promotions and advertising, and seasonal highs can be capitalized on by the same methods.

## Progress of the Products

Prior to the war it was an accepted maxim that it took many years for an appliance to pass the crucial million-unit mark of public acceptance. But electric bed coverings alone reached one million units in 1948 after 12 years on the market. It took electric ranges 20 years to attain the same figure. Sales of 440,000 units in 1949 were substantially less than the total of 675,000 going to consumer bedrooms in 1948, but the blame for the decline belongs only partly to price confusion, the withdrawal of two makers from the market, and dealer complaints. Like almost every other appliance, bed coverings were primarily a victim of the consumer skittishness that beset the industry during the first six months of the year. In this and following years increased acceptance, more stable pricing, utility enthusiasm for this excellent off-peak load builder, and the practically unlimited market will combine to produce mounting sales.

Roaster sales dwindled to nearly half their 1948 status in 1949 when 350,000 units were sold as compared with 675,000 in the previous year. Unlike many other items, there was no decline in the retail average price of \$37.50, because utility reluctance to increase their load burden prevented them from stepping into the promotional picture as ready demand fell off, but no such deterrent exists to mar 1950 sales. All roasters need is active merchandising, such as that which has been conducted in Milwaukee. Combined operations by the power company and 250 dealers in that city sold roasters to 53 percent of its 240,000 families, largely through consumer education and demonstrations. Best months for roaster sales are September, October and February, according to the 1939-1941 average of sales.

## New Mark for Mixers?

Mixers, which sold to the tune of 1,375,000 units at an average retail price of \$37.50 in 1949, bid fair to set

**Over \$500-million in 1949 volume could have meant \$6,000 per dealer—but many didn't get their quota. Unit sales of some 32-million meant one purchase by almost every wired home—but not all dealers got their share of the traffic. This year more effort at all levels should produce nearly twice as big a volume and twice as much traffic—from which all retailers can profit**



**By**  
**ROBERT W. ARMSTRONG**

new records this year. Manufacturers have added new features, some without any increase in price, have streamlined and glamorized the product to the point where any housewife will have difficulty convincing herself that she doesn't want one, and have brought out handy, portable models which will both make profits themselves and help step up customers to larger models. Over 9,000,000 homes now own mixers, a surprising acceptance in view of the fact that since the war little has been done at the retail level to properly demonstrate the labor saving attributes of this kitchen tool. But in 1949, manufacturers began their promotional work in earnest and, if followed through at the retail level, mixer sales in 1950 should top 1,500,000 units.

**Sell Fans in Winter, Too**

Most of the drop in 1949 fan volume was confined to the cheaper models, selling at \$15 and less, according to most manufacturers. The long, hot summer, say these same producers, was responsible for greater than ever acceptance of higher-priced desk and bracket fans and air circulators. Although the figures show substantial drops in unit volume for both air circulators and desk and bracket fans, so many makers are not members of the National Electrical Manufacturers Assn. that final totals will not be available until the Census of Manufacturers is able to complete its tabulations.

Among individual classifications of fans, window ventilators were outstanding performers during the year. Several improved types were introduced which apparently caught the public imagination. Among these were reversible models and removable fans which can be used as portables. Several makers estimated that final 1949 totals will show desk and bracket and air circulator sales 10 percent or better above 1948.

A maverick among small appliances, fan sales reach their peak during the summer, fall off rapidly in the fall. But consumers are beginning to respond to educational programs on the health and comfort attributes of year-round fan use—such as using them to distribute heat evenly during the winter. Intensified promotions, plus wider use and improved products, will help 1950 sales exceed 1949.

**Changes in Toasters**

Toasters have been star sales performers ever since the war's end and 1949 sales of 4,200,000 units were only six percent under 1948. Automatics, which account for the bulk of the business with 3,450,000 units, suffered

what was probably the shortest slump in history when sales nosedived in June and bounced back up again in August. Since over 66.6 percent of the nation's wired homes now own a toaster, at least two-thirds of toaster sales are made in the replacement market, a market which depends on obsolescence rather than product failure. Many new design changes were introduced during the year, including one completely automatic model without levers of any kind which required only that the user insert a piece of bread, one that is operable from either end and features bus bars instead of the conventional wire, one with an extra high toast lift and bi-metallic switch, and others. There were more innovations of this type in 1949 than in any previous postwar year, indicating the manufacturers' recognition of a more normal market and the need for a product that will incorporate improvements that will make it sell in a replacement market. Prospects for this year are that sales will continue at about the 1949 level, but producers predict a gradually rising level of sales over the long term.

Even more dependent upon replacement sales are irons, which are first in quantity and in dollar volume among all electric housewares. Constant changes and improvements have kept irons selling at better than a six-million a year clip ever since the war. Sales rocketed in 1947, as production made them available to a war-starved populace, attaining the phenomenal figure of 11,004,000. But by 1948 they had slipped back to 7,360,000 and in 1949 they had settled down to what gave all the appearances of being a post-war normal of 6,310,000.

**Improved Models Sell**

Manufacturers' efforts to obsolete all previously sold irons with new and improved models have been crowned with success. Since 1941 consumers have enthusiastically adopted the steam iron. While they still account for about one-fifth of all irons sold, they were the only type of iron which actually increased sales in the past year, going from 810,000 units to 965,000. Automatic irons dropped off a million units from 5,850,000 to 4,850,000 and non-automatic irons slipped

off 205,000 units from 700,000 to 495,000. Part of the increase in steam iron sales may be explained by a price drop from an average of \$17 in 1948 to \$15.95 in 1949, but most of the credit rightfully belongs to advertising and promotional campaigns conducted by some of the most aggressive manufacturers in the entire appliance industry. Recent efforts by some manufacturers have produced ironing packages, including cord holders, boards, sleeve boards, iron rests, hampers, etc., which can bring the total for one sale up to substantial figures. It is not likely that 1950 will see any great increase in retail sales, simply because nearly 100 percent of all sales must be made on a replacement basis. (Only 4,662,600 wired homes out of a total of 37,244,000 do not own an iron.)

**Clock Sales Will Climb**

Unitwise, electric clocks were second only to irons in 1949 sales, despite the fact that sales of 6,110,000 were off about 40 percent from 1948's total of 9,950,000. A \$1 drop in the average (Continued on page 166)

**ELECTRIC HOUSEWARES SALES IN 1949**

| Product                    | Number Sold       | Retail Value         | Avg. Price     |
|----------------------------|-------------------|----------------------|----------------|
| BED COVERINGS.....         | 440,000           | \$16,500,000         | \$37.50        |
| BLENDERS.....              | 230,000           | 8,625,000            | 37.50          |
| BROILERS.....              | 260,000           | 4,667,000            | 17.95          |
| CLOCKS.....                | 6,110,000         | 39,715,000           | 6.50           |
| COFFEE MAKERS.....         | 2,450,000         | 39,300,000           | 16.04          |
| CORN POPPERS.....          | 440,000           | 2,860,000            | 6.50           |
| FANS, total.....           | 3,114,000         | 69,979,000           | 22.47          |
| Air circulator.....        | 110,000           | 9,845,000            | 89.50          |
| Desk and bracket.....      | 2,776,000         | 51,356,000           | 18.50          |
| Ventilating.....           | 228,000           | 8,778,000            | 38.50          |
| HEATERS AND RADIATORS..... | 835,000           | 9,602,500            | 11.50          |
| HEATING PADS.....          | 1,350,000         | 9,112,500            | 6.75           |
| HOTPLATES, GRILLS.....     | 820,000           | 6,519,000            | 8.95           |
| IRONS, total.....          | 6,310,000         | 81,639,500           | 12.94          |
| Automatic.....             | 4,850,000         | 62,807,500           | 12.95          |
| Non-automatic.....         | 495,000           | 3,440,250            | 6.95           |
| Steam.....                 | 965,000           | 15,391,750           | 16.95          |
| MIXERS.....                | 1,375,000         | 51,562,500           | 37.50          |
| ROASTERS.....              | 350,000           | 13,125,000           | 37.50          |
| SANDWICH GRILLS.....       | 1,100,000         | 16,445,000           | 14.95          |
| SHAVERS.....               | 1,725,000         | 37,087,500           | 21.50          |
| TOASTERS, total.....       | 4,200,000         | 73,290,000           | 17.45          |
| Automatic.....             | 3,450,000         | 68,827,500           | 19.95          |
| Non-automatic.....         | 750,000           | 4,462,500            | 5.95           |
| WAFFLE IRONS.....          | 860,000           | 13,760,000           | 16.00          |
| <b>Totals</b>              | <b>31,969,000</b> | <b>\$493,789,500</b> | <b>\$15.45</b> |



**CUSTOMERS** of the Shaver Clinic are greeted by owner Parke Morrow across a demonstration counter crammed with accessories and new shavers.



**FIRST STEP** in impressing the customer is to dip the shaver in cleaning fluid. Then shaver is tested, and the customer is told what the cost will be.

## SHAVER CLINIC

**Parke Morrow's handling of his Erie, Pa., customers follows a pattern that inspires confidence, assures repeater business and creates new sales**

**O**N a side street in Erie, Pa., an uncommon clinic is very popular with the city's electric shaver users. Parke Morrow calls it just that: Electric Shaver Clinic. Morrow has built up a sound business in selling and servicing shavers into the several-thousand-a-year bracket.

Several years before Morrow opened his store in 1941, he bought an electric shaver of his own. When his shaver got cranky, his nimble fingers got at the trouble in jig time.

"Then I mentioned to a friend that I had fixed my own shaver, an appliance regarded at that time as a novelty," recalls Morrow. "My friend asked me to fix his own shaver, and soon other 'friends' popped up, and wanted shaver repairing done as an accommodation."

Morrow began to see the light. Men liked to have their shavers fixed right in town; the only alternative was to send them back to the manufacturer. This involved a wait of from two weeks to a month or more. Morrow also saw that there would soon be an appreciable number of shavers in bathrooms all over town.

"But I had quite a battle getting the clinic set up after all," Morrow said. "I had to get permission from manufacturers to service their products; and I had to build up a sizable \$2,000 stock of spare parts."

"Today the customer either gets the

shaver back in 24 hours or we give him a new one to use, free of charge."

Morrow first conducts a thorough test of the shaver, right in front of the customer. He dips the shaver, if it runs at all, into Steriklene, a liquid cleaner product (Remington-Rand) that removes all hair particles and dirt and shows exactly what manner of repairs may be necessary.

"We also carry out the guarantee on a shaver, regardless where bought or previously serviced, and this leads to the obligated customer eventually returning, or sending in friends."

Morrow's guarantee on new shavers, furthermore, takes the guesswork out of buying. It extends the privilege of a "trial offer".

Before the customer takes the serviced shaver from the store, Morrow demonstrates the Ranger Inverter, an electrical item that inverts current from a.c. to d.c. and gives higher operating speed to the shaver. (Electronic Specialty Co., Calif.)

Morrow doesn't trade shavers on a flat rate basis, but according to a shaver's individual worth. Trade-ins add to his stock of parts and help him give a good allowance.

Accessory sales include powders, cleaning brushes, cords, heads, pouches and kits. They are displayed in cases back of the clinic demonstration counter, to aid in promotion of impulse buying. *End*



**DEMONSTRATION** of the Ranger Inverter, a current converter that steps up razor speed, follows discussion of repairs, usually means an added sale.



DOROTHY SHAW, ASST. EQUIPMENT EDITOR, WOMAN'S HOME COMPANION, REVEALS HOW ADAPTABLE ELECTRIC HOUSEWARES CAN BE TO DEMONSTRATIONS.

## HOW TO DEMONSTRATE ELECTRIC HOUSEWARES

### Display Is Not Enough

The following pages show the technique for demonstrating the use of electric housewares in "round-the-clock" meal preparation

*From a lecture-demonstration by Dorothy Shaw, assistant equipment editor, Woman's Home Companion, presented at the 1950 Workshop of the Electrical Women's Round Table. Text and pictures in collaboration with Anne Noone; photos by Bob Isear.*

Electric housewares are made to do the day-to-day cooking job easier, faster and more economically. Many appliance retailers know this, but knowing it isn't enough. We must put the idea across through a constant barrage of practical demonstrations. The prime objective is to get the homemaker to take a more active, enthusiastic interest in her electric housewares. To do this we must:

1. Combat the one-use-for-an-appliance idea.
2. Teach her to keep her appliances in a convenient place.

To combat the one-use idea, learn the demonstration suggestion ideas pictured on the following pages. They will help you arouse interest in electric housewares and stimulate new interest in these appliances among present owners.



# HOW TO DEMONSTRATE

## A typical BREAKFAST MENU . . .

Bologna omelet, English muffins, coffee.



1. Measure water and coffee accurately. Automatic coffee maker will do the rest.



2. Break eggs for omelet into liquefier containing milk.



3. Cut bologna, ham, cheese, or other ingredients into small pieces before adding.



4. Add seasoning. Blend for five seconds.



5. Place split muffins (buttered side down) on one half waffle-grill.



6. Pour omelet mixture in individual servings on greased, pre-heated half of grill.



7. Roll omelets as they cook.



8. Place finished omelets, and muffins on platter. Garnish. Show audience.

### APPLIANCES USED:

Automatic coffee-maker, liquefier, waffle-grill combination.

### ACTION:

Omelet ingredients are mixed in liquefier; muffins toasted on one half of pre-heated, greased grill; individual omelets cooked on other half; while coffee is brewing in automatic coffee-maker.

### DISCUSSION:

Explain operation of appliances as work progresses. Discussion may include suggestions for other types of omelets that may be made in liquefier: plain omelet—bacon—cheese—chicken—ham—mushroom—corn—shrimp.

Discussion should also include other breakfast suggestions for the grill such as pancakes—bananas—sausages—bacon—French toast—fried eggs—corn beef hash.

### Menus available on request.

Here is the demonstration on the omelet, muffin and coffee breakfast:

# ELECTRIC HOUSEWARES...

## A typical LUNCH MENU . . . Cream of pea soup, cheese waffles, prune whip.



1. Place liquefied prunes mixed with egg whites and sugar in mixer bowl.

### APPLIANCES USED:

Liquefier, mixer, corn popper, waffle baker.

### ACTION:

In advance of demonstration, boil and pit one pound prunes. Puree in **liquefier**, ready to start demonstration. Start with prune whip because it requires refrigeration. Add egg whites and sugar to pureed prunes. Place in **mixer** bowl, whip to a light froth. Dish into sherbet glasses and refrigerate. Blend soup ingredients in **liquefier**. Pour into **corn popper** to heat slowly. Pre-heat seasoned **waffle iron**; brush with melted butter. For waffle, blend cheese, milk and green pepper rings in **liquefier**, add to dry ingredients, pour into **waffle iron**.

### DISCUSSION:

Tell of **mixer's** many uses: whips egg whites for meringues—creams fat, sugar and eggs for cakes—mashes and whips potatoes—creams butter or cheese for sandwiches. Suggest other soups that can be prepared in **liquefier**—Chilled: Borscht—chicken cordial—jellied madrilene—Creamed soups: Asparagus—mushroom—Fruit soups: Apricot—avocado—pineapple—cantaloupe. Others: Black bean—onion—split pea.

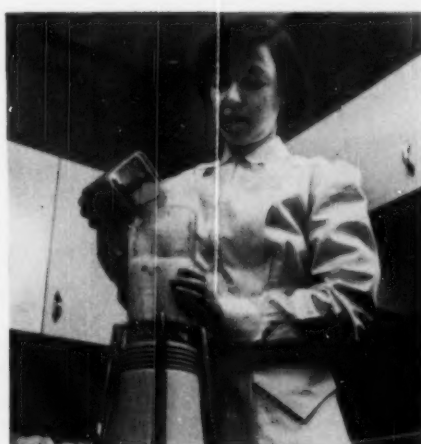
Explain **corn popper's** many uses. Complete unit may be used for making cocoa—cream sauces—chili—heating canned foods—soups and casserole dishes. Separate base and saucepan further increases its diversity.

Suggest waffle variations: Blueberry—cocoanut—cinnamon—corn waffles—deviled ham waffles. Suggest combinations that can be served with waffles such as veal ala king—chicken or lobster Normandy—strawberry shortcake.

Here is the demonstration on cream of pea soup, cheese waffle and prune whip lunch:



2. Whip until light and fluffy, turning bowl slowly. Put in sherbet dishes for refrigeration.



3. Blend fresh or frozen peas with milk and seasoning for two minutes.



4. Pour soup into corn popper for slow heating, stir occasionally.



5. For waffle batter gently stir liquefied cheese and milk mixture into dry ingredients.



6. Put waffle into preheated waffle baker.



7. Top prune whip with cream, place cheese waffle on platter, and pour soup into bowl. A delicious, nutritious lunch for school age child.

# HOW TO DEMONSTRATE

## A typical DINNER MENU . . .

Lamb patties wrapped with bacon strips, grilled tomato slices, broiled pineapple sponge cake with brown sugar topping.



1. Brush preheated broiler with melted butter.

### APPLIANCES USED:

Broiler.

### ACTION:

In advance of demonstration, make meat patties. Wrap each with a slice of bacon; have tomatoes sliced. Fill cake shells with a slice of pineapple, topped with a generous amount of brown sugar and butter mixture. Plug in **broiler** for pre-heating.

### DISCUSSION:

Explain pre-heat time for different foods; discuss advantages of **broiler**, its use for three meals a day—Breakfast: eggs in toast cups, plus bacon—broiled grapefruit. Busy day lunch: baked bean sandwiches—open faced sandwiches—hamburger spread on buttered rolls or English muffins—grated cheese on English muffins. Casserole broiled dishes: oyster scallop—corn, green pepper and cheese dish—dried beef and noodle casserole—deviled eggs in asparagus sauce.

Explain why dessert can be cooked right after meat without cleaning broiler—because broiler drains well, and doesn't smoke.

Here is the broiler demonstration of typical menu: lamb patties, bacon strips, grilled tomato slices, broiled pineapple sponge cake:



2. Place bacon-wrapped meat patties on broiler.



3. Check broiling progress.



4. Broil patties five minutes on each side.



5. Place tomato slices on patties and continue broiling.



6. Dessert is removed from broiler when brown sugar has thoroughly melted.



7. Dessert is topped with marshmallow whip and cherries. Pear halves filled with mint jelly give color to display platter.



# ELECTRIC HOUSEWARES...

## A typical MIDNIGHT SNACK

. . . Ham mushroom sandwich, grilled sandwiches of salmon ala king, cheese, bacon and tomato, coffee.



1. Plug in automatic coffee maker after accurately measuring ingredients.

### APPLIANCES USED:

Automatic coffee-maker, waffle-grill combination, electric tureen, and automatic toaster.

### ACTION:

Start coffee in **automatic coffee-maker**; ham slices are placed on one side of pre-heated **grill**; sandwiches spread with fillings and buttered on outsides are placed on other side; white sauce for mushroom sauce is started in **electric tureen**; and toast for ham mushroom sandwich put into **toaster**.

### DISCUSSION:

Explain automatic features of **coffee maker**—all that is required is accurate measuring, the coffee maker does the rest. Discuss **tureen**, a new appliance with a completely sealed-in unit.

Suggest some of the many toasted sandwich possibilities with the **grill** open or closed such as grilled ham slices—liver spread sandwiches—peanut-butter and bacon—banana and ham—lobster salad—chicken club (chicken, bacon, tomato and mayonnaise). Also suggest hot canapes that can be prepared for such a meal in the broiler; bacon wrapped around any of the following: giant stuffed olives—oysters—fresh shrimp—quarters of skinless frankfurters, or the cocktail size. Thin slices of ham or Canadian bacon spread with mustard, and horseradish, rolled and fastened with toothpicks—crockers spread with nippy cheese and topped with a square of bacon. Demonstration steps for the above typical menu are shown here:



2. With ham slices on one side of pre-heated grill, place assorted grilled sandwiches on other side, which has been brushed with melted butter.



3. Start mushroom sauce in electric tureen.



4. Turn ham and grilled sandwiches.



5. Discuss controls on all appliances as they are used.



6. Insert toast in automatic toaster for ham mushroom sandwich.



7. Arrange an attractive platter—ham sandwich with mushroom sauce in center, surrounded with grilled sandwich wedges. Canapes can be added.

# The Women's

These publications have played an important part in building the present large appliance market. Their home-making pages sell as they instruct in latest methods and equipment. Some of the articles provide excellent dealer tie-in promotion material.

extend far beyond the printed page. Behind each article on electrical equipment there is a history of weeks and months of intense research and hard work in test kitchens and laboratories where large staffs of home economists test appliances for durability, length of service, and ease of operation. Ratings are checked to make sure the appliance comes up to specifications claimed. Each appliance that finds its way into their laboratories is conscientiously put through an exhaustive use test far exceeding the normal usage of any average home. In addition, the women who head up the magazine equipment departments work in close cooperation with many manufacturers who are developing new appliances and making improvements in old ones. They advise, test, approve or reject many design changes long before the product is introduced to the public.

A tremendous reader-inquiry mail

stimulated by each article constantly pours into the offices of these periodicals—ample testimony of the confidence built up among readers through the years. Mail soliciting advice and counsel comes from all over the world.

Some of the magazines in addition have their own panels of readers located throughout the country. These specially picked reader-reporters are asked to report periodically on consumer habits, trends, changes and buying habits. Unquestionably, they have their finger on the pulse of the American housewife.

## Dealers Can Tie-In

The promotion-minded dealer and his sales force can avail themselves of this background of scientific endeavor by keeping well informed on what electric products are being featured each month in the various magazines. He

(Continued on page 180)

A corner of the household department kitchen in the *Journal's* Workshop—the proving ground for many electric housewares. A mixer study is under way. In the foreground, Victoria Harris rolls out the biscuit dough.

OVER 1,300 column inches of editorial space—roughly 30 pages—promoting the use of electric housewares have appeared in *Good Housekeeping*, *Woman's Home Companion*, *McCall's*, *Ladies Home Journal*, and *Parents'* since January 1949. In *House Beautiful*, *House and Garden*, *American Home* and *Better Homes and Gardens*, an additional 900 column inches appeared. This brings the total page number to approximately 51.

All of this material is a free editorial service to the readers—a part of the homemaking service rendered by these publications. Among these pages a promotion-minded retailer can find some of the highest quality sales promotional material available.

Electrical equipment features published by *Good Housekeeping*, *Companion* and *McCall's* usually are handsomely illustrated in four colors. The purpose is to promote the proper care and extensive use of such items as toasters, waffle irons, coffee makers, mixers, irons, roasters, griddles, corn poppers, liquefiers and similar appliances in addition to the major appliances such as refrigerators, ranges, washers, and cleaners. Translated into advertising rates, many of these pages would cost as much as \$13,000 to \$16,000 each.

## 23,500,000 Copies

Reaching into every corner of the United States, the combined circulation of the nine publications listed above totals 23½-million copies. It is conservative to assume that each copy has a pass-on readership of at least one additional person.

For many years the editorial pages of these magazines have wielded a mighty influence over Mrs. America and her growing daughters. In a large measure they are responsible for the fact that our country today has

achieved the highest standard of living in the world. They have helped develop the tremendous national market now existing for all electrical home appliances. They are largely responsible for the fact that today people in California and New York, Texas and Maine, all wear the same styles, eat the same foods, drive the same cars and use the same refrigerators, toasters, mixers, irons and fans in their homes.

The services of these publications



Stellar billing is given electric housewares by *McCall's*, as shown in February article, left, "You'll Get Good Coffee From the New Coffee Makers," and draws heavy reader mail. Below, Helen Kirtland, associate household equipment editor, puts coffee makers through rigorous tests in developing material for the article.

# Magazines...*Your Silent Salesmen*



Bernice Strawn, home equipment editor, *Companion*, and Ruth Hoefgen, assistant editor, pack to go to W & J Sloane's House of Years, where they took the four color photos for "Let's Have a Kitchen Party."



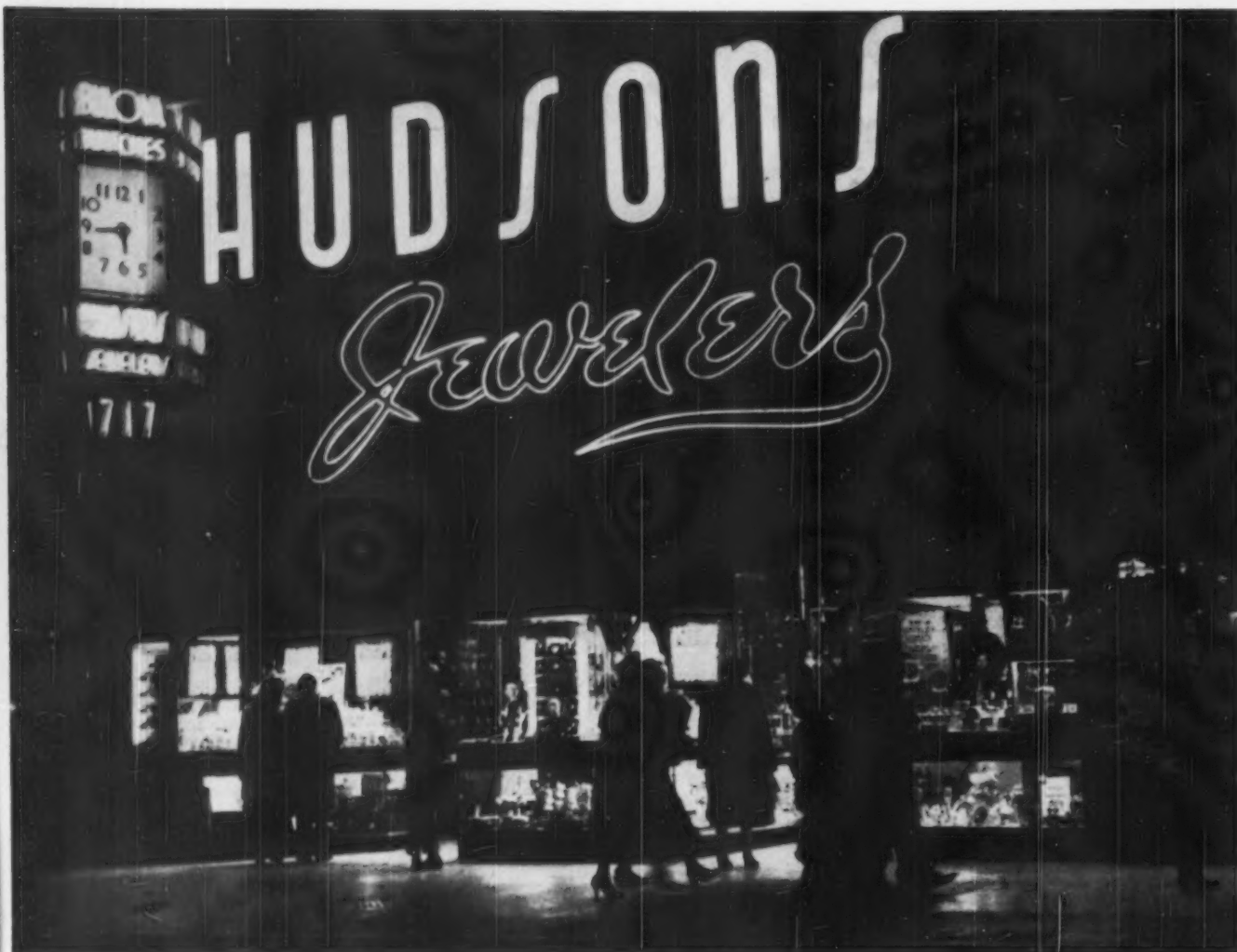
Seventy-three department stores tied-in with this *Companion* article on electric housewares—"Let's Have a Kitchen Party." Above: How one store—W & J Sloane, New York City—tied in their electric housewares display with the article.



*Good Housekeeping* dramatized mixers with a full page in four colors in their January article, left, "Electric Mixers—Strong Right Arms." More than 100 cakes were made at *Good Housekeeping* Institute to develop data for the story. To find optimum mixer speed for best cake, eight types of mixers were studied, five top-brand packaged cake mixes, plus quick and conventional methods were used. Pamela Anderson of the Institute staff is shown coding cakes for the tasting squad.







**TRAFFIC SPOT** is essential for jewelry store operation, important for selling electric housewares, and Hudson's location on Broadway in downtown Los Angeles is ideal.

## CREDIT IS THE JEWELER'S WEAPON

**Long-term credit with no carrying charges, sparkling displays and aggressive merchandising are three reasons why firms like Hudson's, Los Angeles, are taking an ever-growing share of the electric housewares business**

**T**HE full line appliance dealer who discounts the competition from local, small-appliance-handling jewelry stores, is sticking his head into the sand, say many distributors who see the volume records of both types of outlets. Not only are the jewelry concerns selling from 25 to 50 percent of all the electrical housewares in many cities, but they are setting a pace in retail merchandising that the appliance dealer must consider and in many ways follow if he wants anything more than an inventory headache.

The independent and chain jewelry concerns are a formidable and integral part of the electric housewares business, and they are more likely to increase in importance as economic conditions level. In Los Angeles, for example, where there are approximately 4,000 appliance dealers, three independent jewelry stores in one block of the downtown shopping district are together doing nearly \$1,000,000 annually in electric housewares, selling only nationally advertised appliances at current list prices.

One of these stores, Hudson's at 717

So. Broadway, "jewelers to a second generation," is an outstanding example of how jewelry stores merchandise electric housewares in competition with appliance dealers and department stores. Under the direction of general manager David A. Klein, store manager Elliott Sandler, and appliance manager Hyland R. Hudson, this concern moved \$300,000 worth of electric housewares in 1949.

Primarily what distinguishes Hudson's operation from that of the average appliance dealer is the planned effort to merchandise electric house-

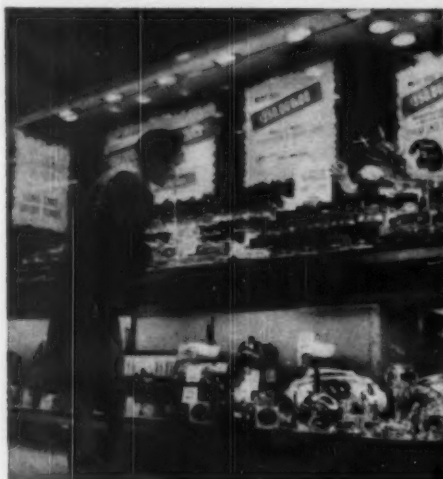
wares by every means available to the concern—window display, floor displays, counter displays, appearance of the merchandise, credit terms, add-on, tie-in, plus radio, newspaper and direct mail promotion.

### **Aim at Volume**

Two fundamental principles guide Hudson's approach to electric housewares selling—because the average appliance sale is \$35, with little or no profit from the first sale, the store must keep the customer buying regularly—

(Continued on page 168)

# ...MAKES IT EASY TO BUY ELECTRIC HOUSEWARES



**GLEAMING** displays of jewelry and appliances catch prospects. Kay Kenefick, above, is stopped by display of a much-needed watch, with tempting terms. Appliances are secondary in windows.



**A COURTEOUS** "May I help you" makes contact and establishes prospect's immediate need. Store manager Elliott Sandler hears that Miss Kenefick needs a wrist watch, escorts her to right display.



**SPOT PROMOTIONS** enable Hudson's to tie in with general promotions. Proctor's toaster interested Miss Kenefick after watch purchase, so Sandler called appliance manager Hyland Hudson, above.



**CUSTOMER'S** credit established, the way is paved for future sales. A simple, private audience with Hudson's credit manager in mirror-lined booth certifies Miss Kenefick for initial purchases.



**DOUBLE SALE** has been made because of Hudson's spot displays, easy credit, and prospect's current needs. Manager Sandler presents neatly wrapped watch and toaster to departing customer.



**REGULAR VISITS** start the profitable relationship between Hudson's and Miss Kenefick, as she makes payments at the cashier's counter. Both small radios and appliances are given full display.



**IMPULSE BUYING** by credit customers counts for large part of Hudson's electric housewares business. Miss Kenefick, remembering need for new radio, hesitates at display, notes top brands.



**"ADD-ON"** makes the decision easy for Miss Kenefick; Mr. Hudson shows her that she may have the radio and not start paying until her watch is paid for. She need only sign the purchase slip.



**NEW ACCOUNTS** are often friends of old customers. Miss Kenefick's companion found the easy terms for the Mixmaster irresistible, became one reason for Hudson's \$300,000 housewares gross.



**GROUPING RELATED ARTICLES** often sets off a chain buying reaction. Interest in the eye-dropper type of baster may have led this customer to the Thanksgiving display but she listens to a sales talk on an electric roaster.



**A SPOTLIGHT** from a lower shelf picks out the highlights in small appliances. Everything is visible, reachable and conveniently labeled for the benefit of the



**LAMP DISPLAY CASE** is made portable. In January it provides temporary backing for a special display window. On other occasions it may find space against a side wall or in the rear of the store. Here Geo. W. Baack sells one.

## SMALL APPLIANCES

By CLOTILDE G. TAYLOR

**W**HEN Geo. W. Baack recently went back into the electrical appliance business he put into application many of the lessons learned in managing a hardware store before the war. One of them was that there was more money to be made in the selling of many small items than there was in the equivalent sale of a few large ones.

His new store, the Record Merchandising Co., embodied these principles. Full attention was given to major appliances, but small items were placed in the foreground, both of the store itself and of the firm's thinking. Result has been that electrical housewares have consistently accounted for about 23 percent of the store's sales, and even more of the firm's profits. Furthermore, the sale of these items has by no means been confined to the Christmas season. A typical year's curve shows a secondary selling peak in March, another in May, another in July, a fourth in October, as well as the usual high point in December.

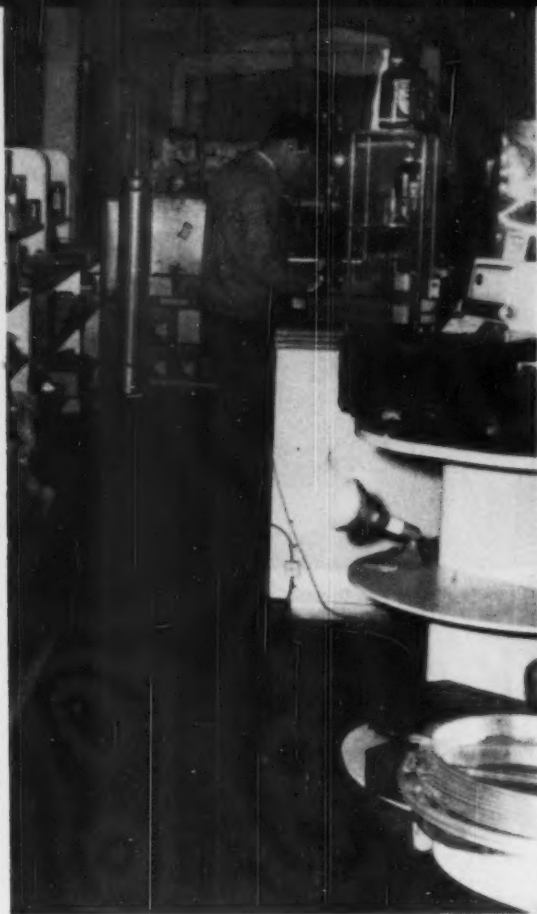
The store which expects to sell any

quantity of small items must look as though you could find what you want among its stock. This is a basic principle which the Record Merchandising Co. applies effectively. A wide selection of accessories and housewares on display attracts customers just as do the miscellaneous displays of a prosperous hardware firm. Mr. Baack keeps his small items well to the front. Rarely is a window without some suggestion of this varied stock to be found inside. At the present time he is gradually expanding the space allotted to such wares until before long they will take up the entire ground floor space, with only a few samples of the large appliances visible to direct attention to the full display of this equipment on the balcony. Customers for these major items are prepared to take time to make their selection and do not object to mounting the stairs or taking the elevator to view them. Radio and television each have their separate centers on this upper level.

### Keep Customers Interested

Displays must be interesting and varied. Mr. Baack does not have a favorite floor set-up he maintains





customer who likes to browse around the Baack store. Like items are displayed together.



**A HEATER OPERATING** on the counter during a cold snap provides comfort and leads to conversation which may mean another sale. B. Mantelli, floor manager, is behind the counter while A. Cipparrone, sales manager, makes the change.

## OUT FRONT

**Traffic items account for 23 percent of the gross at Record Merchandising Co., San Francisco, because the firm pushes them all year, changes displays often, groups related items, ties-in with the weather**

throughout the year. He changes the store around every two weeks on the average, redesigning not only windows, but table and shelf displays, bringing new items to the front, giving popular "specials" a rest for a while in the background. The customer notices the merchandise much more when it is presented in a new aspect, and the store personnel themselves rediscover the sales possibilities of items they might have overlooked had they remained on a back shelf.

### Movable Fixtures

Both shelves and tables can be shifted. A honeycomb fixture with separate cubicles for the display of small lamps is made in portable form, so that it may be moved as emphasis is placed on this stock item or not. It may be used as backing for the curtain which sets off the window at certain times, it may back against a side wall, or it may serve for a background in the rear of the store when the window is left open to give a full view of the stock.

Emphasis placed on timely items helps to keep up sales through what are thought of as selling valleys in most

dealers' schedules. Just before vacation time, for instance, appliances and accessories needed out of town are grouped—portable radios to take to the beach, convenient cooking accessories, such as toasters, casserole or roaster, to supplement scanty summer cottage facilities. A cold spell in the fall or spring brings out electrical heaters to take care of bathrooms, playrooms and other usually unheated spots.

### Encouraging Spur-of-the-Moment Sales

Grouping related items together often sets off a chain reaction in the customer's mind and leads to sales which were not originally planned when the customer entered the store. Thanksgiving time, for instance, again brought emphasis on roasters. Grouping in the display the new-type eyedropper basters, carving equipment and other appropriate Thanksgiving needs attracted the prospect to the timely selection and often put an entirely new idea into his mind. Spring housecleaning, June weddings and graduation gifts, autumn school opening and the football season all have their special attention. The last three months of the year have a pre-Christ-

mas and Christmas emphasis. January is the month when Christmas money gifts are spent. February is clean-up month before the March first tax deadline.

In intervals when no special holiday calls for attention, it is frequently possible to offer a "special" based on a particularly good buy of some small item. Such an occasion was the recent "One Dollar Day," when various specials in accessories and housewares were offered throughout the store at this price. A great event was made of the occasion by advertising and store display, with a resulting crowded attendance. Bags of silver dollars to be used in change whenever a bill of a larger denomination was proffered in payment were delivered especially from the bank and were featured in local newspaper publicity.

### Aiming for the Repeat Sale

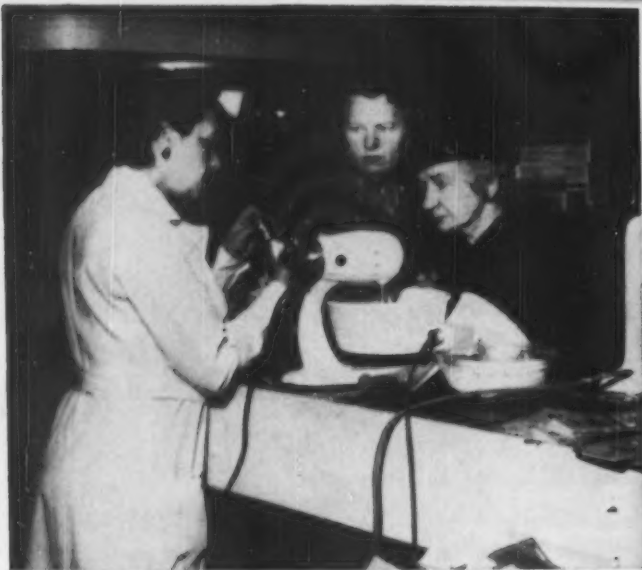
Electrical housewares are associated with and supplemented by a wide selection of related household accessories. If the housewife buys a home freezer, she knows that she may also purchase her packaging material here. The owner of a washer or dishwasher

may return at regular intervals for the soap and detergent she has found give satisfactory results. Kitchenware supplements the sale of a range, dishes and tableware complete the attractive modernization started by purchase of a waffle iron or toaster. The frequent visits to the store, thus encouraged, keep the buyer feeling a personal relationship to the firm.

### Lessening The Cost of The First Sale

Large appliances are by no means overlooked, but they are not stressed to the neglect of smaller items. Mr. Baack's sales manager, A. Cipparrone, lays particular stress on the small appliance customer. Too often, he believes, a floor salesman hates to get entangled in the selling of a minor item because he is afraid he will not be free to catch the prospective purchaser of a refrigerator or washing machine. Not so in the Record Merchandising store. It is recognized that it takes good money in store rent and in advertising to bring customers into the store—it certainly would not pay to let them leave dissatisfied because of negligence. Floor manager, B.

(Continued on page 176)



**APPLIANCES HAVE NO AGE LIMIT**—women, young and old, are all interested in these time- and labor-saving devices, as shown at this Gilbert mixer booth.



**LIQUEFIERS ARE NOVELTIES** to the average consumer. Demonstrations never fail to draw fascinated crowds, as shown at the Universal demonstration corner.



**FRED VREELAND**, manager Electric Housewares Department . . . "Every week is housewares week in Macy's . . ."

# HOW MACY'S

*The biggest store in the world uses*

1. STEP-UP DISPLAYS
2. TRAINED SALES PERSONNEL
3. CONSTANT DEMONSTRATIONS
4. GUARANTEED SERVICE

*to increase housewares volume*

**"E**VERY week is electrical housewares week in Macy's basement," said Fred Vreeland, manager, electric housewares department, Macy's, New York.

This was his first reaction to news about the impending National Electric Housewares Week planned for April 14-22.

"Right now," he added, "we're in the midst of a gigantic Housewares Carnival, here in Macy's, which will last through March 4th. We're always interested in good new ideas for promoting electric housewares, however, and once the Carnival is over, we will be open to fresh suggestions for new promotional projects."

"How's business? It's okay, but it should be much better," he went on. "Our staff is working harder than ever at selling electric housewares. But they are not consummating the number of sales they should for the effort put into them. Every department store appliance man in the metropolitan area will tell you the same story. The reason is discount houses. They are reaping the fruits of our efforts."

At least 150 discount houses have sprung up in the metropolitan area alone in the past year, according to Mr. Vreeland. They're spreading out all over the country. They stock all

the best-known price-fixed brands, and sell them from 20 to 40 percent off the Fair Trade price.

"This merchandise is not, as many manufacturers would have us believe, discontinued models. It is new 1950 stock—the latest models of top brands," he declared. "Where do they get them? From the same distribution sources that we all use here in New York City."

"It's the old Prohibition racket all over again," Mr. Vreeland continued. "We pre-sell appliances for the discount houses, and hold a protective umbrella over their operations."

"The average discount house operates almost entirely from catalogs. Running from expensively printed jobs to cheap, mimeographed, or photo offset booklets, these catalogs all have one thing in common—a complete and careful listing of model numbers with the Fair Trade prices conspicuously legible. On the surface this keeps them legal."

"No attempt is made to demonstrate or sell appliances in a discount house. Clerks know nothing whatever about equipment. An inquisitive customer is advised to 'Go down to Macy's' or to 'Go over to Bloomingdale's' for sales data, and to come back for the nice juicy discount."

"Discount house customers are easy to spot," Mr. Vreeland declared. "Slip in hand, such a customer usually asks to see a special model number of an appliance. He's not bashful. He takes up plenty of the clerk's time learning all the features. Then he walks off. That's what I mean when I say pre-selling."

## **Sales Training Important**

Next to price, the most important factor that sells electric housewares, in Mr. Vreeland's opinion, is well-trained sales help. He believes so strongly in the value of sales training that he has prepared a special manual for his staff of 33 clerks, entitled "Facts About Appliances." This manual gives quickly all the information needed for complete understanding of the appliances they sell. Starting with basic data, such as "What is electricity," the book explains operations, capacities, limitations of each type of appliance.

A final valuable sub-division headed "Common Complaints" under each appliance listing, gives the complaints customers most frequently make. The most likely causes of the trouble, plus a few simple remedies are also given. This "complaint data," built up by Mr. Vreeland, is the accumulated knowl-

edge from seventeen years of handling electrical housewares in Macy's.

Armed with the booklet, a clerk can placate a dissatisfied customer complaining of a smoking toaster, for instance, by telling her that many mica elements smoke when first used; or by suggesting that perhaps the crumb tray needs emptying. Such simple things make satisfied customers.

"The main objective of our sales training program," says Mr. Vreeland, "is to see that the right merchandise gets into the hands of the right customer the first time. Giving complete information at the time of sale is one way to do this. This is important in a department store like Macy's where the return policy is so liberal."

To encourage constant use of the booklet, sales people specializing in various appliance classifications are given written tests periodically.

"Clerks can refer to the booklet for answers in these tests," says Mr. Vreeland. "Reference to the book promotes its use—helps implant the information in their minds. That's what we're after."

Sales training doesn't end with the booklet. Specially informed manufacturers' representatives come into the store each week to tell employees

*(Continued on page 78)*



**FLECK INFRA-RED BROILER** demonstration has been going strong for two years. Demonstrator Irene Ewing passes out samples and sells 40 to 60 broilers a week.

# DOES IT

By **ANNA A. NOONE**



**CUSTOMER SERVICE ENTRANCE.** Here appliances are brought for repair free of charge. In the background, James T. Bissett, supervisor, discusses a service problem with a customer.

**ORDERLY STEP-UP DISPLAYS** are more beneficial than advertising in a big store like Macy's. Note placards carrying features and prices in plain view.





## A SALE IS MADE . . . The Candid Camera Follows a Macy Shopper



1



2



3



4



5



6

about the latest in new developments in electrical equipment. Any manufacturer with an informative film, chart talk or other training information is always welcome to come into the store for 15 or 20 minutes any morning by appointment.

Also, when a new product comes in the store it isn't immediately put out on the counter for sale. Rather, it is kept in stock until it has been thoroughly tested, taken apart, and examined piece by piece for features and construction. Then a special meeting is held, and the appliance is explained in detail to the clerks who are to sell it.

Finally, all good department stores shop their clerks to make sure they are following training requirements. This way slackers and uninterested clerks rarely last long. Length of service records of efficient and interested employees go all the way up to 27 or 30 years of service.

### Customer Repair Service

Recognizing the fact that a customer can quickly take a dislike to an appliance she doesn't understand or which she thinks is defective because she's not using it right, Macy's electric

housewares department has built up a large customer service department—"second to none in the City," says Mr. Vreeland, proudly. "Here at least we have the discount houses stopped. There are no service facilities available with discount house purchases. And the best made equipment occasionally needs servicing."

In Macy's Customer Service Department, under the supervision of James T. Bissett, fifteen skilled electricians, all union men, are equipped to take care of any electric appliance purchased in the store—free of charge to the customer.

Many appliances are put back into condition in a few minutes. Others take a little longer. The customer is asked to do whatever other shopping she has in mind and come back in an hour or so. That way, most customers are able to carry their appliances back home the same day ready for immediate re-use. No appliance stays in the repair shop longer than a week . . . quite a different story from the weeks and months that often elapse when an appliance goes back to the factory for repair.

(Continued on page 174)



## How a Complete and Diversified Radio Operation Pays Off

1. The firm gets a reputation for "everything in radio," thus producing more business by self-advertising.
2. It helps to eliminate seasonal peaks and valleys.
3. Each department builds business for other departments, increasing the income per customer.
4. Overhead is spread over several sources of income without being increased itself.
5. Something to sell in all periods of the year makes it easy to hire and keep capable and experienced salesmen.
6. A broad range of service work makes it possible to employ a high type of serviceman and reduces the per-job-cost of service equipment.

# Nothing But Radio

**N**OW in his 22nd year as "exclusively radio", James A. Barnes is doing an average monthly gross of \$6000 in Reno, Nevada, a trading area of 21,000 electrified homes. His net profit for a recent 12-month period was \$20,924.96 on a gross business of \$71,987.65—a percentage of 29.07.

Barnes did this business from his own building, with a staff of only four people, without the aid of television, which has still not come to Reno, and without the sale or service of a single major or traffic appliance.

For Barnes Radio Service there never has been an opportunity to expand business through enlarging the area served, because Reno is hemmed in a mountain-enclosed valley. Instead, Barnes has built the concern into a successful enterprise by full development of every field into which radio has expanded—radio set and combination sales; table models and portables; auto radio sales and installation; phonograph records and record players; sound system sales, installation, rental, service and operation.

At present, every part of Barnes' business shows a profit except sound system rental and the record department.

### The Radio Backbone

Home radio receivers are the mainstay of Barnes' business; in a 12-month period, radio set sales and service comprised 67.72 percent of his business volume. Since 1937, in consoles and combinations, Barnes has

**If you think radio is dead, this story will give you a shock, because Barnes Radio Service in Reno, Nevada, nets 29 percent, \$21,000 a year, on radio—and that's all they sell**

been exclusively Stromberg-Carlson except for a short period with one of the extremely high priced brands as a second line. And in spite of his limited trading area, there have been months when Barnes outsold every Stromberg-Carlson dealer in the northern California-Nevada districts, including metropolitan dealers and department stores.

### Stick to a Quality Line

The most important factor in making profits from sales of radio consoles and combinations, Barnes insists, is selecting a quality line and sticking to it. His sales effort is designed to convince everyone in his trading area that a Stromberg-Carlson is the set they must one day own. He keeps a sales message going out over the local radio stations and in the newspapers throughout the year, using 4.05 percent of his gross for advertising and promotion. This effort, he feels, is constantly building a Stromberg-Carlson consciousness in the notoriously not-brand-conscious Reno people, and building a mental tie-up between the

name Stromberg-Carlson and Barnes Radio Service by constant emphasis that Barnes has the line exclusively. To build action as well as acceptance, Barnes tries to tie-in his radio and newspaper copy with the particular model that Stromberg-Carlson is featuring in its national advertising.

This advertising and promotional effort builds prospects for him, he knows, but the sales are made in person. So far, he has been able to maintain volume by getting the prospects into the store and handling the selling himself. However, he feels that there is a very large market for quality radio-phonographs that could be reached by outside selling, even canvassing, but he will not trust his line and his reputation to inexperienced and unqualified salesmen—and like hundreds of other dealers, he has not been able to find the type of salesmen he wants.

### Table Models and Portables

Definitely a much smaller part of his operation than the sales of consoles and combinations is the handling of

table models and portables, but Barnes feels that they serve as an important part of his overall operation. They are profitable, in spite of his location away from the bulk of Reno street traffic, because much of the business goes to the group of people who have purchased consoles or combinations from him. Other good purchasers are radio repair and record customers.

The small amount of space required for an adequate display of these small sets, the relatively small investment required, makes them a profitable part of the business and essential if the dealer expects to realize a full profit from his business, Barnes believes. He stocks General Electric, Motorola, RCA-Victor, and Stromberg-Carlson table models on low shelves arranged against a front wall where they can be seen from the street and from several locations in the record department.

### Auto Radio

In further development of his business as an overall radio operation, Barnes has made his concern "auto radio headquarters" for the Reno trading area, featuring the sales, service and installation of the Motorola line. In addition, Barnes Radio Service handles installation and warranty service for the Philco, Zenith, Motorola and Colonial auto radios sold by local auto dealers.

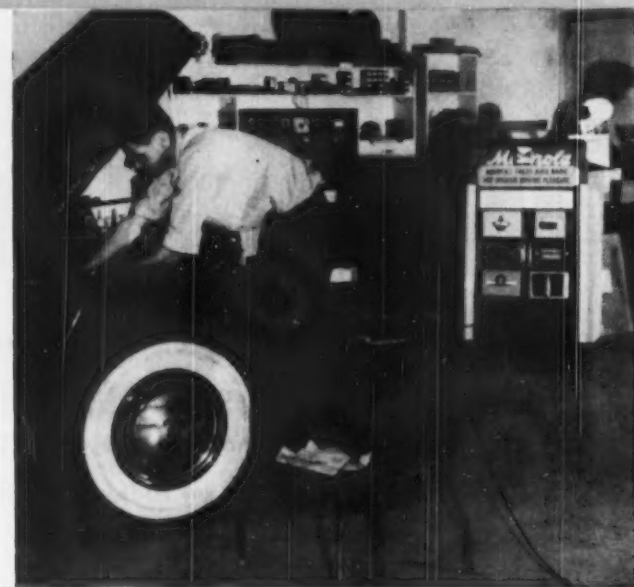
His inventory of auto radios and replacement parts amounts to less than \$500 because of local wholesale supply. (Continued on next page)



### RADIO SETS AS A SALES FOUNDATION . . .

**CONSOLES** and combinations are the mainstay of a radio-only business. Barnes (right) carries Stromberg-Carlson, is only exclusive dealer in Reno.

**PORTABLES** and table models make additional profits for Barnes because he sells to transients, record buyers, regular radio and service customers.



### PLUS COMPLETE RADIO SIDELINES . . .

**ACCESSORIES** such as recorders, portable and table phonographs, and record carrying cases help maintain Barnes as a complete radio dealer.

**AUTO RADIO SALES**, installation and service profitably fill the summer season when home radio sales and service reach their yearly low.

## Nothing But Radio

(continued)

So, with this low investment and the standard labor charge, auto radio is a profitable part of his business. Its value as a builder of steady customers has been proven. It brings him into contact with the customers of almost every other radio dealer in the area, giving him an opportunity to get their good will and their trade. Many people who bring in an auto radio for installation or service decide to wait around—and in doing so, Barnes has found, they look at home radios and, in many cases at least, buy some records. In order to foster this business, Barnes has insisted in his arrangements with

all auto dealers that the customer himself must bring the car and radio to Barnes.

Another value of the auto radio business, says Barnes, is its seasonal quality. The bulk of the service work comes during the late spring and summer when sales and service of home radios hits the yearly low. Therefore, the profit from both operations goes up, because Barnes needs no extra servicemen to handle the flood of auto radio service, and he need not lay off or keep idle servicemen during the serious lull in home radio service.

#### Radio Service

Foundation of the business, and still a mainstay for the radio dealer, is the service department. For Barnes, service, including auto radio installation,

accounted for 45.6 percent of his gross—\$32,879.71 in all. This business was done with a crew of two servicemen, supplemented in summer by Jim Barnes, Jr.

The exclusively-radio dealer must make money from his service department, Barnes insists, and he proves that it can be done. Basic requirements are fast, willing and competent all-round servicemen. Good pay is the best way to get and keep such men, says Barnes, who feels that his two servicemen are among the highest paid mechanics in the Reno area (although the area is non-unionized, Barnes men are paid well above the union scale of the San Francisco Bay Area).

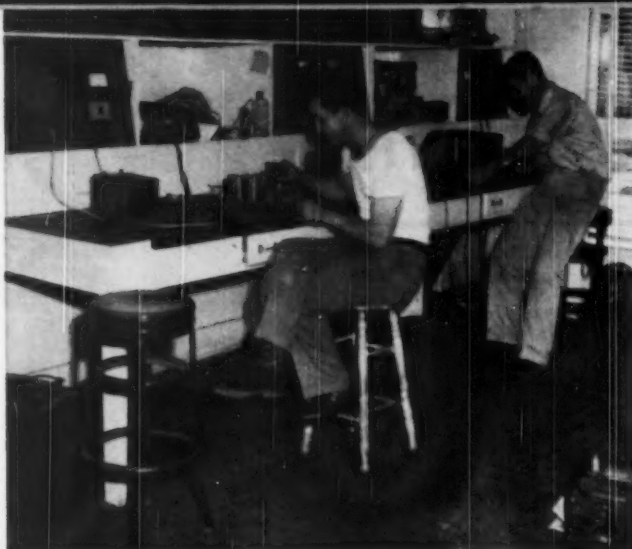
A steady flow off the repair bench is another key to profitable service operation. Barnes gets service done in a

minimum of time, gets it done well, and can keep his charges both profitable and competitive.

#### Regular Flow

Another factor influencing the profit from the service department, he says, is the amount of work available. Barnes keeps the tired and worn radios of Reno flowing into his service shop through a regular program of radio and newspaper advertising. He alternates programs over two Reno stations, and varies his schedules to suit the seasons. He feels, however, that a radio dealer should not charge service department promotion entirely to that department, because service is a potent builder of sales. That presupposes that the dealer's service department is turning out quality work, for that is one





### AND A REPUTATION FOR GOOD SERVICE . . .

**SERVICE THAT PAYS** a profit is essential, says Barnes, but he makes it build his reputation, too, through advertising competent, fairly-priced work.

**SERVICE THAT SELLS** is a must for Barnes, so he tries to talk to every service customer, as above, in order to develop personal relationship.



**SOUND SYSTEMS** and sound truck rental are another off-season part of Barnes overall radio business, provide both a profit and invaluable publicity.

department where the customer puts his full confidence in the dealer, and holds him responsible for the results.

As Reno area outlet for Stromberg-Carlson sound systems, and as retailer for Webster-Chicago, Crestwood and other recorders, Barnes grossed nearly \$9,000 in sales, installation and rentals during a 12-month period—12 percent of the total. This, says Barnes, is the outstanding example of increasing the percentage of profit by tapping more sources of revenue with little increase in overhead. Carrying less than \$1,000 worth of sound equipment, including that used for rentals, his sound business makes a profit and helps to build both his radio sales and service.

While the 1949 Christmas season was expected to be the turning point in the phonograph record department

at Barnes', its first six months of life reached only the break even point.

However, he has begun to reach into the Reno record market, against strong competition. He did this by putting his promotional effort behind 45 rpm and LP records at a time when competition was less willing to stock the new records in quantity because of heavy 78 rpm inventories and a natural "what-next?" His regular radio programs have been big factors in promoting these records.

At the present rate of growth, and with three-speed changers helping to level a badly upset market, Barnes feels that his record department will soon be another element of profit in his concern—completing his spread over the field until that day when television comes to Reno. *End*

### BARNES RADIO SERVICE

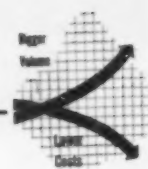
888 South Virginia Reno, Nevada

#### Profit & Loss Statement

| Sales:                         | 12 Months          | Percent of Sales |
|--------------------------------|--------------------|------------------|
| Labor & Materials—Regular      | \$26,534.08        | 36.86            |
| Labor & Materials—Dealers      | 6,345.63           | 8.81             |
| Radio Sets                     | 23,069.76          | 32.05            |
| Sound Recorder                 | 7,787.04           | 10.82            |
| System Rental                  | 822.25             | 1.14             |
| Trains & Others                | 3,706.80           | 5.15             |
| Discounts Allowed              | (466.20)           | (.65)            |
| <b>Net Sales</b>               | <b>\$67,799.36</b> | <b>94.18</b>     |
| Rent Received                  | 3,620.80           | 5.03             |
| Interest Received              | 11.43              | .02              |
| Net on Sale of Assets          | 556.06             | .77              |
| <b>Total Revenue</b>           | <b>\$71,987.65</b> | <b>100.00</b>    |
| <b>Expenses:</b>               |                    |                  |
| Purchases                      |                    |                  |
| Repair Materials               | \$9,496.94         | 13.19            |
| Radio Sets                     | 13,953.79          | 19.38            |
| Sound & Recorder Units         | 5,882.51           | 8.17             |
| Trains & Others                | 2,530.89           | 3.52             |
| <b>Total Purchases</b>         | <b>\$31,864.13</b> | <b>44.26</b>     |
| Payroll                        | 8,259.19           | 11.47            |
| Payroll Taxes                  | 285.88             | .40              |
| Workmen's Compensation         | 154.39             | .21              |
| Freight & Express              | 307.87             | .43              |
| Advertising                    | 2,915.01           | 4.05             |
| Light, Heat & Water            | 551.22             | .77              |
| Store Supplies & Expense       | 369.51             | .51              |
| Small Tools Expense            | 82.52              | .12              |
| Auto & Truck Expense           | 333.74             | .46              |
| Travel & Promotion Expense     | 341.67             | .47              |
| Postage, Telephone & Telegraph | 298.05             | .41              |
| Office Supplies & Expense      | 68.33              | .09              |
| Depreciation                   | 2,280.01           | 3.17             |
| Repairs                        | 74.16              | .11              |
| Loss on Abandonments           | 76.00              | .12              |
| Taxes & Licenses               | 405.42             | .56              |
| Insurance Expense              | 489.36             | .68              |
| Legal & Accounting             | 757.15             | 1.05             |
| Interest Expense               | 1,111.58           | 1.54             |
| Returned Checks                | 37.50              | .05              |
| <b>Total Expense</b>           | <b>\$51,062.69</b> | <b>70.93</b>     |
| <b>Net Profit</b>              | <b>\$20,924.96</b> | <b>29.07</b>     |

**ADD UP TO A BALANCE IN BLACK**

# WATCH YOUR WORKING CAPITAL



These ten guides to appraisal of your working capital will tell you how well you are managing your business funds and how to keep your business solvent and profitable

By ARTHUR ROBERTS Public Accountant

**D**URING the sellers' market, merchandise was easy to convert into cash, it turned fast, the money in circulation was at an all-time high and credit was restricted. Hence cash sales were higher in ratio than they are today. Dealers did not have to tie up their working capital in credit accounts, collections were effected promptly, bad debts were at minimum. This kept the dealer's working capital in liquid condition. He didn't have to worry about paying his own bills.

In today's buyers' market, these factors lean the other way so that working capital is curtailed in many establishments, dealers are seeking bank loans, or in some cases, passing up lucrative trade discounts because they lack ready cash.

Because of this change in the status of "seed money", the dealer should keep a sharp eye on his working capital. It is an important factor in successful management in this buyers' market. The following tables show you via the easy-eye-way how you can appraise your working capital position and what factors to watch in order to maintain a satisfactory working capital ratio for your business.

| EXHIBIT 1           |             |                     |         |
|---------------------|-------------|---------------------|---------|
| Assets              |             | Liabilities         |         |
| Cash                | \$2,500     | Accounts payable    | \$1,000 |
| Receivables         | 500         | Loans payable       | 500     |
| Inventory           | 1,500       |                     |         |
|                     |             | Current liabilities | \$1,500 |
| Current assets      | \$4,500     |                     |         |
| Current liabilities | 1,500—(1)   |                     |         |
| Working capital     | \$3,000—(2) |                     |         |

The excess of current assets over current liabilities is your working capital. When working capital is twice the current liabilities, it is usually satisfactory, unless the current assets are inflated with obsolete inventory items or bad debts. In the foregoing illustration, the current assets are three times the current liabilities. This is known as a current ratio of three to one. Bankers and credit men who consider the working capital when making a loan or extending credit look favorably on the credit-seeker's application when the current ratio in this field is three to one.

| EXHIBIT 2           |             |                     |         |
|---------------------|-------------|---------------------|---------|
| Assets              |             | Liabilities         |         |
| Cash                | \$500       | Accounts payable    | \$1,000 |
| Receivables         | 1,000       | Loans payable       | 500     |
| Inventory           | 3,000—(1)   |                     |         |
|                     |             | Current liabilities | \$1,500 |
| Current assets      | \$4,500     |                     |         |
| Current liabilities | 1,500       |                     |         |
| Working capital     | \$3,000—(1) |                     |         |

Under Exhibit 1, working capital is the same as under Exhibit 2, but in the latter the ratio of inventory to working capital is one to one, or the inventory investment is equal to the working capital. In a sellers' market, when stock can be turned into cash quickly, this ratio is not dangerous, but in a buyers' market, the dealer had better keep the inventory investment around 50 per cent of his working capital, otherwise, he will find that too much of his "seed money" is frozen in stock.

| EXHIBIT 3           |           |                     |         |
|---------------------|-----------|---------------------|---------|
| Assets              |           | Liabilities         |         |
| Cash                | \$1,125   | Accounts payable    | \$1,000 |
| Receivables         | 2,250—(2) | Loans payable       | 500     |
| Inventory           | 1,125—(1) |                     |         |
|                     |           | Current liabilities | \$1,500 |
| Current assets      | \$4,500   |                     |         |
| Current liabilities | 1,500     |                     |         |
| Working capital     | \$3,000   |                     |         |

Under Exhibit 3, the working capital is the same as under Exhibit 1, but the receivables to inventory ratio is two to one, or the receivables are twice the inventory, indicating a weak collection system. The dealer may be getting a good turn on his stock, he may be maintaining a satisfactory sales volume, but his working capital is in bad shape. It looks good on paper, the ratio of current assets to current liabilities, \$4,500 to \$1,500, is three to one, but the heavy receivables indicate an over-abundance of doubtful and bad accounts, which inflate the paper figure. In a buyers' market, when the inventory approximates twice the receivables, the dealer's working capital position is most desirable.

| EXHIBIT 4           |             |                     |         |
|---------------------|-------------|---------------------|---------|
| Assets              |             | Liabilities         |         |
| Cash                | \$2,000     | Accounts payable    | \$750   |
| Receivables         | 1,000       | Loans payable       | 250     |
| Inventory           | 3,000       |                     |         |
|                     |             | Current liabilities | \$1,000 |
| Current assets      | \$6,000     |                     |         |
| Current liabilities | 1,000—(1)   |                     |         |
| Working capital     | \$5,000—(5) |                     |         |

Here the working capital is five times the current liabilities. This is excessive. Too much working capital is as bad as too little. "Seed money" must be kept working to harvest maximum profits. More than once, business organizations have closed their doors, paid off all creditors to the penny and had a fat bankroll left over. They had ample working capital, but didn't keep it working for business betterment. Often old businesses get into this rut; the managements feel satisfied and sales fall through want of aggressiveness.

| EXHIBIT 5                   |          |
|-----------------------------|----------|
| Annual sales                | \$60,000 |
| Working capital             | 10,000   |
| Turnover of working capital | 6        |

Watch the turnover of working capital, which is calculated by dividing the average "carry" for the year into the annual sales. Get the average figure by adding the working capital at the end of each month as shown in the books and divide by 12. When the net profit and sales volume for a period are satisfactory, when the dealer discounts his bills and has a satisfactory bank balance, the working capital turn at that time is usually the desirable turn for a business. The dealer's own experience figures will fix the most advantageous turn. He should try to maintain it.

| EXHIBIT 6                     |             |
|-------------------------------|-------------|
| Working capital               | \$5,000     |
| Net profit on sales           | 1,000       |
| Net profit on working capital | 20 per cent |

Some businessmen use this yardstick. Your own experience figures will fix the most desirable turn. If there is any deviation therefrom, investigate your working capital set-up. As before, the working capital is averaged for the year.

| EXHIBIT 7      |         |                     |         |
|----------------|---------|---------------------|---------|
| Assets         |         | Liabilities         |         |
| Cash           | \$1,000 | Accounts payable    | \$4,000 |
| Receivables    | 1,500   | Loans payable       | 5,000   |
| Inventory      | 4,000   |                     |         |
| Current assets | \$6,500 | Current liabilities | \$9,000 |

When current liabilities, your short-term obligations, exceed current assets, you have a floating debt, a hazard that has sunk many a business in a competitive buyers' market. In this case, the floating debt is \$2,500, the difference between \$9,000 current liabilities and \$6,500 current assets.

| EXHIBIT 8      |          |                                 |          |
|----------------|----------|---------------------------------|----------|
| Current assets | \$6,500  | Current liabilities             | \$9,000  |
| Fixed assets   | 33,500   | Fixed liabilities               | 5,000    |
|                |          | Net worth                       | 26,000   |
| Total assets   | \$40,000 | Total liabilities and net worth | \$40,000 |

You can have a floating debt and still show a comparatively good net worth and a heavy fixed asset position, yet, your business may be in a precarious position in that you cannot meet your obligations and a request for credit may be turned down because bankers and creditmen are not favorably impressed by a heavy fixed asset position and a substantial net worth when a business shows a floating debt. At a forced sale, the fixed assets may not bring 10 cents on the dollar, hence, the net worth is largely a paper figure.

Too many dealers appraise only their net worth without consideration of their working capital position and many have gotten into financial difficulty through this error. Even though the net worth is substantial, even though sales are high and the net profit is satisfactory on paper, a business is in the safety zone only when it has adequate working capital.

| EXHIBIT 9      |          |                                 |          |
|----------------|----------|---------------------------------|----------|
| Current assets | \$10,000 | Current liabilities             | \$5,000  |
| Fixed assets   | 15,000   | Net worth                       | 20,000   |
| Total assets   | \$25,000 | Total liabilities and net worth | \$25,000 |

To increase volume in the buyers' market, Dealer Brown decides to expand his showroom and modernize with a new store front and other equipment. Before this improvement, his books showed the foregoing condensed balance sheet. After the investment, his financial statement showed the following figures:

| EXHIBIT 10     |          |                                 |          |
|----------------|----------|---------------------------------|----------|
| Current assets | \$10,000 | Current liabilities             | \$5,000  |
| Fixed assets   | 25,000   | Fixed liabilities               | 10,000   |
|                |          | Net worth                       | 20,000   |
| Total assets   | \$35,000 | Total liabilities and net worth | \$35,000 |

(Continued on page 163)

*Betty Crocker  
will work overtime  
for you during...*

# National Electric HOUSEWARES WEEK

APRIL 14 TO 22



Betty Crocker and General Mills will help launch *National Electric Housewares Week* by devoting the entire broadcast of her popular daily radio program—*Betty Crocker Magazine of the Air*—on Friday, April 14 to a headline story on electric housewares. Betty Crocker will have as her special guest Eloise Davidson, recognized authority on home equipment, who will tell of the developments made in electrical housewares during the past 50 years. About 2½ million women will be tuned in on ABC's nationwide network of 187 stations while Betty Crocker tells them how much easier and pleasanter homemaking can be with the help of modern electrical appliances... your customers will be listening!

Besides this business-boosting broadcast, commercial time on two other *Betty Crocker Magazine of the Air* programs will push *Electric Housewares Week* along with General Mills Appliances. Women will be urged to see for themselves the streamlined homemaking equipment on display in leading stores during this special week. Just one more way Betty Crocker's power over women will work overtime for you!

## Now's the time to really cash in... Feature General Mills Appliances!

Set 'em up today! The free display materials we offer on General Mills True-Heat Iron, Steam Ironing Attachment and Automatic Toaster are real sales builders... they're different! Make best use of these top selling aids and the familiar polka dot cartons during *Electric Housewares Week* when customers are small appliance conscious. By pushing General Mills three up-to-the-minute answers to basic homemaking tasks, you're going a long way towards making *Electric Housewares Week*, a capital letter week for yourself and every homemaker.

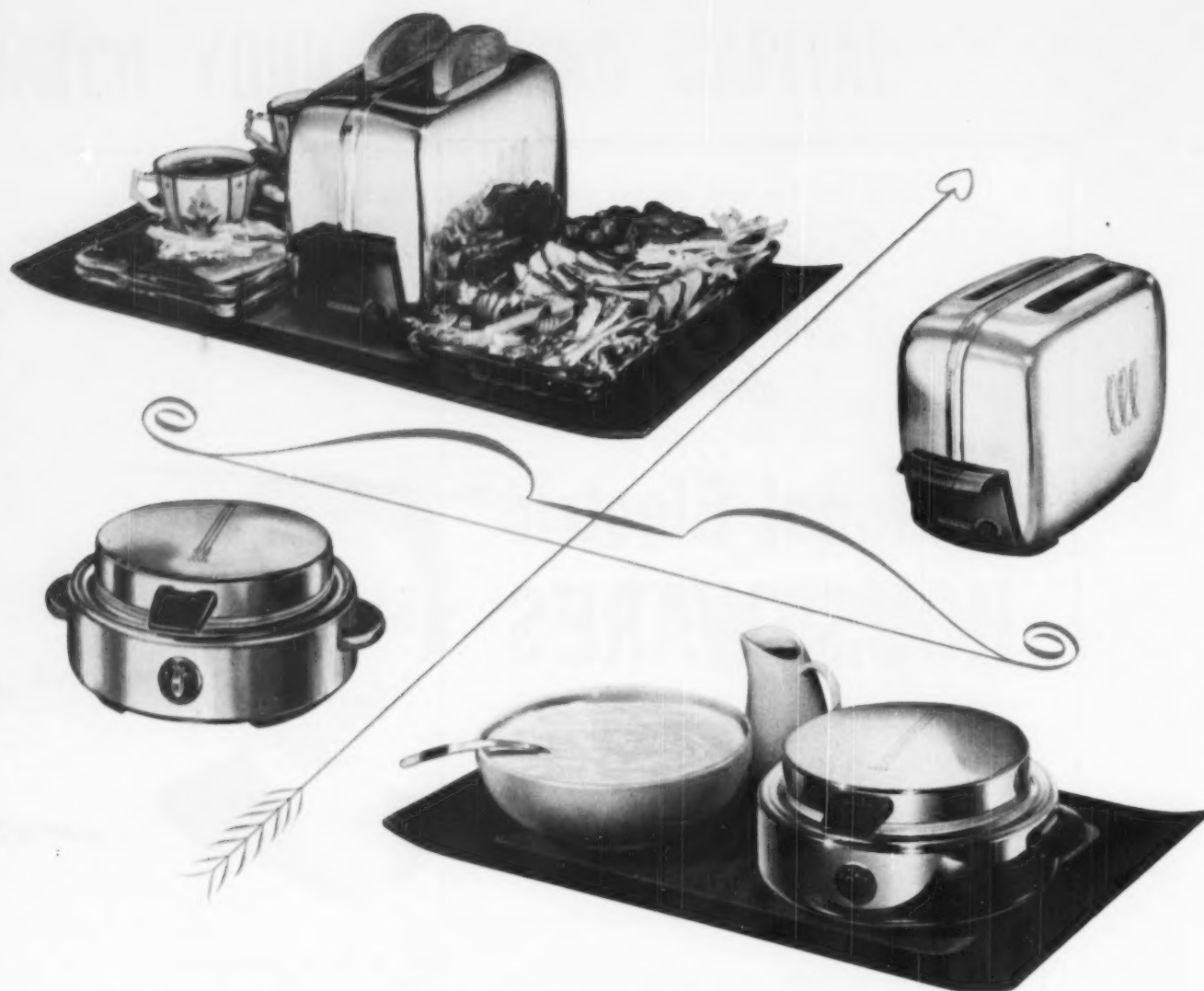


Betty Crocker  
is a trade name of  
General Mills, Inc.



Listen to Betty Crocker's "Magazine of the Air"  
Monday — Friday, ABC, 10:25 — 10:45 A.M. EST





## 4 ways to score more Mother's-Day and Bridal-Gift Sales!



**P**ARTNERS in profit with the famous "Toastmaster" Toaster are the "Hospitality" Set, the new Waffle Baker and Waffle Service. Yes, here's a featured-packed "family" of electric housewares that's trade-up priced at \$18.95, \$21.50, \$27.50 and \$32.50. And *all* bear the name that's second to none in the consuming public's confidence.

High-quality merchandise deserves heads-up promotion. And here's how we help you cash in on the Mother's-Day, June-Bride gift bonanza! Big, beautiful 4-color ads (123,997,020 of them!) are run-

ning in the first half of 1950 in 13 leading magazines. Folders, leaflets, window streamers, dealer ads, displays—in fact, everything you need to do a bang-up selling job is yours for the asking.

And remember, this overwhelming support isn't restricted to the "Toastmaster" Toaster. The "Hospitality" Set, the Waffle Baker and Waffle Service all come in for a big play.

So push *all* these profitable "Toastmaster" appliances. This spring, you have *four* arrows in your sales quiver—*four ways* to score more gift sales!

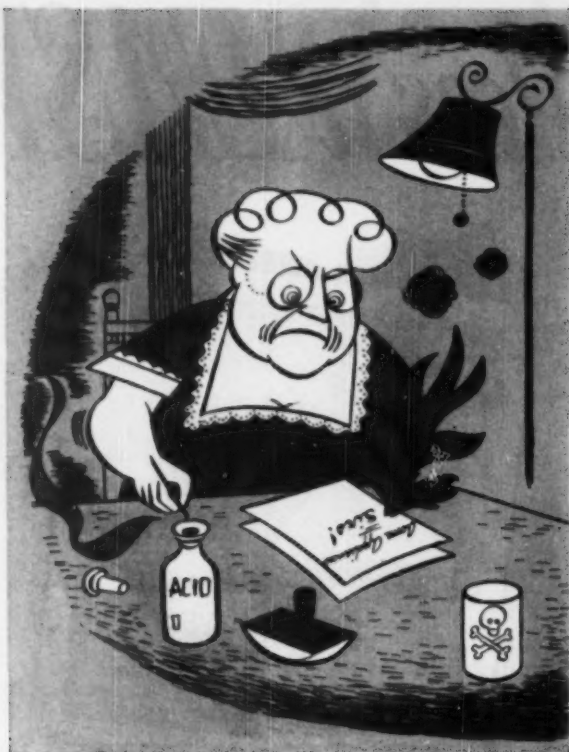
Prices subject to change



# TOASTMASTER

**Automatic Electric Appliances**

"TOASTMASTER" and "HOSPITALITY" are registered trademarks of McGraw Electric Company, makers of "Toastmaster" Toasters, "Toastmaster" Electric Water Heaters, and other "Toastmaster" Products. Copy, 1950, TOASTMASTER PRODUCTS DIVISION, McGraw Electric Company, Elgin, Ill.



SCIENCE MAY NOT AGREE, BUT RETAIL DEALERS KNOW THAT HONEY OFTEN NEUTRALIZES ACID—THE ACID OF A CUSTOMER'S WRATH

## How to Write Adjustment Letters

**"You can't please everybody," as every dealer knows, but this simple formula for answering those boiling mad letters of complaint will save you headaches and customers**

**I**T is a wonder that the mailman's fingers weren't burned when he delivered this fiery letter to an electrical appliance store:

Dear Sir,

When I bought the stove and washing machine at your store November 30th I did it against my better judgment. My friends have told me what a cheap outfit you are and now I know why they feel that way about your store.

As you can see by the enclosed slip I was charged \$457.78 on November 30th for the stove and the washing machine. On that day I paid by my check, now cancelled and in my possession, \$157.78. This left a balance of \$300 according to your slip.

Since then I have made payments of \$100 on December 28th and \$100 on January 31st which should leave

a balance of \$100. Yet your records show a balance of \$101.

Why?

Would you be so kind as to let me know about this and if it does add up to \$101 I'll pay the difference. I wouldn't want to be considered a poor credit risk because I can't add \$100 plus \$100 plus \$100 and get a total of \$301.

Sincerely,

(signed by customer)

The answer the customer received to this hot letter was penciled in at the bottom of the original letter and returned to the customer unsigned:

"The salesman made an error in addition on the original sales tag. If you have your copy, you may check. The error was \$1.00 short which was charged to your account."

This customer wasn't happy about this penciled notation and he wrote to this appliance store again—in the same general tone, but just a little angrier. Here is the letter he finally received from the electrical appliance dealer:

Dear Mr. \_\_\_\_\_,

We wish to acknowledge receipt of your letter of the 27th with your check for \$100.00 enclosed.

The discrepancy which you refer to was due to an error in addition on the part of the salesman. If you will note on your customer's copy of the sales order, you will find the salesman listed an inspection fee of \$1.00, which is the usual procedure, but he failed to add it into the final total. When the error was found in our sales audit, we then made the necessary correction.

It is our earnest desire to have you as a satisfied customer of our store and we regret to learn that such is not the case.

Due to the fact that this was an error on our part, we will make an adjustment.

Thanking you for your patronage, we are,

Very truly yours,

(signed)

Store Manager

Oh, what a beautiful way to build good will for an electrical appliance store! This is one of the best known methods yet devised to insult customers and to lose their business. Electrical appliance dealers who want to know how to get rid of good customers should make it a rule to follow similar

procedures in writing to handle customer complaints.

What are the flaws in this letter the customer received from this electrical appliance dealer?

Obviously the penciled notation at the bottom of the customer's letter was in bad taste. However, this could have been an office error where the dealer made the note for writing or dictating a letter and then by mistake it was mailed to the customer.

In the other letter, though, several definite improvements could have been made. In this letter the customer's request or complaint is being adjusted. Just exactly what adjustment is being made is a little vague, but there is an adjustment promised—in the last paragraph.

By the time the customer reads that far in the letter he is in an ugly frame of mind. Even the vague promise of an adjustment won't appease his anger. He is a lost customer and one who will probably go about spreading ill will for the store among his friends.

However, if the adjustment is mentioned early in the letter the customer will be in an entirely different frame of mind. He will be feeling friendly toward the store when he finishes it.

For example:

Dear Mr. \_\_\_\_\_,

"Thank you for your check for \$100.00 and your letter calling attention to our error in your account. We appreciate the time you took to write this letter and are happy to make an

(Continued on page 164)

# EASY *makes it EASY*

**EASY sells Spring Cleaning Savings with magazine and newspaper ads! You clinch it with a dramatically-different demonstration!**

**Spring, beautiful Spring!** The time when the blankets, comforters, winter things go away in mothballs... **AND THEY ALL HAVE TO BE WASHED FIRST.**

Spring is the time when thrifty housewives want to save big dollars on cleaning bills for drapes and slipcovers... **Spring cleaning "extras" that only EASY can do!** That's why this exciting Spring Promotion will sell **MORE EASY Spindriers** for you!



POST AD APRIL 191H

Powerful ads in leading magazines and big newspaper ads sell **EASY Spring Savings.**



## PLAN YOUR EASY WINDOW NOW

Practical tie-in Window Dressing Package gives you display follow-through on promotion... with plenty of emphasis on top-value EASYs at low, low prices. Lots of eye-appeal... lots more sell.

## SPECIAL NEW BILL INSERT

Tells same "Easy Spring Cleaning" story featured in national magazine and newspaper ads, demonstration, display. For mailing or handout.

## TIE-IN AD MATS

Do hard-selling job on 30SS and 50S Spindriers. Hit basic theme that ties your whole promotion together. Schedule your ads now to tie-in!



**NO TIME TO LOSE... GET SET TO RUN**



# for you to clean up on spring washer profits



## WANT TO TALK PRICE?

### EASY ECONOMY MODELS ARE HOT!

Priced for promotion with *full-profit* for you. The 505 Spindrier is going great guns for dealers everywhere. You can't beat it as a "leader" and there's plus-value in step-up selling to deluxe Spindrier sales. The 501 "Economy" Wringer is packed with top-quality features that give it sales-power in any price class. They're both key models in the Easy line... be sure you're making the most of them! Easy Washing Machine Corporation, Syracuse 1, N.Y.



### EXCITING NEW DEMONSTRATION

Special Giant Demonstration Drape (90" x 36") shows how EASY does "extras" no other washer can do. New "high-joint" Demo-Guide gives salesmen the "pitch" on Dramatic Spin-rinse Story.

## GIVE HER QUICK PROOF!

Prove your Spring saving story — with special drapery demonstration kit!

# EASY

## PROMOTION APRIL-MAY



**CROWD CIRCLES** home economist Vivien Levy as she prepares to do the first of the day's many bags of laundry. Demonstrations were not confined to washing; an ironer was set up in the store window and crowds gathered both inside and out to watch Mrs. Levy at work. First 25 women at store each day received free lamps.



**CLINIC PAYOFF** arrives when salesman Essig delivers the lamp to the customer's home where she feels free to talk and where he can size her up as a prospect. The clinic produced enough immediate sales to cover costs.

## Giveaway Lamps Pull WASHER PROSPECTS

Normal opening time for Island Home Appliances, Jamaica, L. I., is nine o'clock. But one recent dreary, rainy day an early-bird employee arriving at seven o'clock found a line of housewives pressed against the building, each holding a laundry bag of dirty clothes to be washed during the store's "home laundry clinic."

Laundry clinics—and the free washings which housewives receive from the demonstrator in charge—are not unusual enough to explain why Island's promotion pulled the way it did. What put this clinic over was the combination of a well-planned advertising campaign and a fortunate choice of attendance prizes. As a result, Island's laundry clinic succeeded in its number one objective—identifying the Whirlpool name, new in the community, with Island Home Appliances. As added compensation, the store realized enough immediate sales to cover the cost of the promotion and

compiled a sizable prospect list for future use.

The gifts that lured housewives from their homes on a rainy morning were 50 sets of hurricane lamps, picked up by Ed Ketcham, sales manager for the store, at a clearance sale. They were awarded (25 each day of the two-day clinic) to the first women arriving at the store. Ketcham has since decided that he could have eliminated crowding during the first demonstration and spread crowds through the day had he arranged for a drawing for the lamps, rather than offering them to the first arrivals. Such a drawing would also have eliminated the waiting lines which formed before opening time.

The advertising campaign which put the clinic over consisted of 500 lines in the Long Island Press, daily radio spots, hand-bills, two window displays, and recordings of the radio commercials broadcast over a sidewalk loudspeaker. *End*

**HOW THE PROMOTION WAS PLANNED** ➔



**1 LAUNDRY CLINIC** plans are formulated at a session attended by Dale Distributing salesman Murray Laub (right), owner Herman Wittenberg (left) and sales manager Ed Ketcham. Purpose of the promotion: to establish Island Home Appliances as the community's franchised Whirlpool dealer.



**2 NEWSPAPERS AND RADIO** were used to publicize the clinic with daily spots on WDNX, New York, and a large ad in the Sunday edition of the Long Island Press. Ketcham approves final copy on his ad, which headlines the award of hurricane lamps to 25 persons each day.



**3 TO LOCALIZE** the promotional activity, owner Wittenberg hires a crew of neighborhood boys to distribute handbills in the residential sections near the store. These, too, emphasize the gift of hurricane lamps to early comers.



**4 ON THE DAY** of the clinic, salesman Stanley Essig ties down banner on store front. For a week prior to this the store's windows had featured the gift lamps and plugged the appearance of a home laundry expert at the clinic.



**5 AN EARLYBIRD CUSTOMER** is registered for a prize by Essig. Registration of prospects continued throughout the day, even after the 25 winners of lamps had been listed. Result was a complete prospect list for future call-backs.



**6 THE EARLYBIRD'S** wash is placed in the washer by home economist Vivien Levy. Many of the women attending the early sessions of the clinic took their places in line outside of the store two hours before it opened.



# Brighten Summer SALES



Brighten your Summer



WITH A COLOR STYLED

Portable

They're new, exciting, the smartest vacation takes yet. Sparking G-E 3-way portables in a variety of gay colors to accent your own good looks and complement your favorite spotlights. Compact, sturdy, low-priced and light (most are only 9 lbs.) with batteries. Take your choice of town, lake, or mountain. Also a deluxe model specially built to get distant stations. Whichever you choose you'll be sure of G-E excellent in power, tone, and dependability. Add some to your vacation with a new G-E portable. See them at your General Electric dealer's today.

Model 5015, 3-way Town Model 5015, 3-way Mountain Model 5015, 3-way

Model 5015, 3-way Town Model 5015, 3-way Mountain Model 5015, 3-way

\$29.95



Model 5015, 3-way Mountain Model 5015, 3-way

\$29.95



You can put your confidence in...

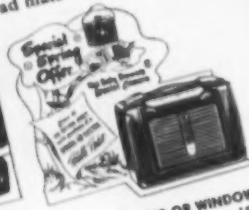
GENERAL ELECTRIC

You get all THESE!

G-E PORTABLE RADIO DISPLAY, a smash hit for your windows! CORONET MAGAZINE DISPLAY CONTEST—you can win up to \$1,100. CROWD STOPPER COUNTER CARD, die cut—holds portable and Kodak gift! Plus Life full color ad poster, Coronet ad easel, window streamers, ad mats!



G-E PORTABLE RADIO WINDOW DISPLAY, in 6 beautiful colors... 4' x 5' wide.



FOR COUNTER OR WINDOW, 3 colors, approx. 21" x 18".



DEALER AD MATS featuring combination Kodak offer.

These sales helps are hot! Get 'em from your G-E radio distributor now!

Tie in with this beautiful 4-color ad appearing in

LIFE

May 22, 1950

...with NEW  
Color-Styled



# Portables

YOU'LL "turn" portables faster than ever when you merchandise color—the smart, brilliant, eye-stopping colors in General Electric's great new line of summer portables. Striking, refreshing new notes in style, selection, and values, these sensational G-E portables are backed by floods of powerful promotion to kick off a record-breaking selling season for you. Included in the package is a sure-fire give-away . . . Baby Brownie Kodak that takes beautiful pictures. Get all the sizzling

details from your G-E radio distributor without delay. General Electric Company, Receiver Division, Electronics Park, Syracuse, New York.



*Every buyer  
gets THIS!*



**Model 650**, warm maroon. 5 tubes plus rectifier instead of usual 4. Three times as sensitive as previous models, gets distant stations! 3-way. **\$39.95\***

**Model 601**, maroon; **#603**, fawn tan; **#604**, marine green. Lowest-priced G-E 3-way portables in years. G-E Dynapower speaker. Lightweight—only 8 lbs. with batteries. **\$29.95\***

Also available, Model 600, maroon, battery only—**\$19.95\***

## BABY BROWNIE SPECIAL KODAK at no extra cost with purchase of a G-E portable

Just imagine what you can do in your local newspaper ads and windows with an offer like this! A genuine Baby Brownie Special Kodak camera as a GIFT to every buyer of a G-E portable. What a shot-in-the arm to store traffic . . . to sales and profits! Before his stock is sold out, see your General Electric radio distributor for all the details of this amazing special offer.

\* Less batteries. Prices slightly higher West and South, subject to change without notice.

GENERAL  ELECTRIC

## Advertising Promotes ... SPECIAL SALES



**SPECIALS AND LOW PRICED** new merchandise can be sold effectively through display space in the classified sections, says R. L. Cline, left. It gets prospects into the store, gives staff a chance to sell up.

**Curiosity and bargains attract most of the readers of a newspaper's classified pages, but they are all prospects for R. L. Cline of San Luis Obispo, Calif., who maintains a consistent program**

**"I** LOVE to read the classified 'ads'. I think they're as interesting as the news columns. It is like window shopping in people's homes. You'd be surprised how many interesting things I see in these 'ads' and how many different items I buy from there. There's hardly an evening when I don't read them all the way through."

A prominent clubwoman and homemaker made such a statement when speaking to a group of several hun-

dred appliance dealers in Spokane, Wash., last year. To many of these dealers, and to hundreds of others elsewhere in the nation, including R. L. Cline of Cline's Electric Shop, San Luis Obispo, Calif., such a statement from a woman was certainly not new.

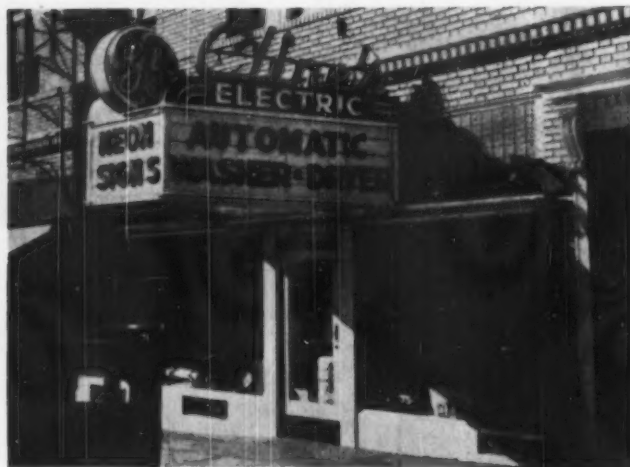
Most dealers in the appliance field as well as the merchandisers of every other possible type of goods, swear by the classified advertising section of local newspapers as an essential medium in any merchant's well-developed

## ... SEASONAL GOODS



**SEASONAL MERCHANDISE** gets good response from copy in the classified columns, Cline has found. He uses it during peak months to push lines of electric, oil and gas heating equipment, ties in a special display, above.

## ... STORE TRAFFIC



**ADVERTISING-MINDED CLINE** uses movie-type marquee over store front on main street of San Luis Obispo. Cline has copy changed weekly, may use reminder copy, as above, or use the space to announce specials.

advertising program. Not taking advantage of the inherent curiosity of most women and some men, which drives them each evening to the fine type in the local gazette, would be missing an excellent and proven sales opportunity. But, says the dealer who is not making full use of this medium, what is the best way for the appliance retailer to use classified? Should he use small pieces of copy? Should he use semi-display or solid copy? Can

(Continued on page 162)



# A NEW TYPE OF IRON

## IS THE BIGGEST NEWS IN THE ELECTRIC HOUSEWARES INDUSTRY

● *now all conventional irons are outmoded—  
never before an iron like this...*

IT'S THE NEW  
UNIVERSAL

*Stroke-Sav-r*

● Factory tested... field tested... tested by America's leading testing authorities—proves beyond doubt its great superiority over ordinary types of irons.

SAVES ON STROKES  
SAVES TIME...  
SAVES EFFORT...

The Stroke-Sav-r Iron will be backed in 1950 by the biggest iron advertising program in the industry to make iron sales for you. Feature the new, revolutionary Stroke-Sav-r in '50—ordinary irons are no longer competitive!



# UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

*Read*

the next two pages for  
sensational news on the  
famous Universal Stroke-  
Sav-r—now America's  
No. 1 Iron by every test  
... beyond all doubt.



# New! Amazing!

## Stroke-Sav'r Iron



**SAVES 4 OUT OF 10 STROKES**  
and reduces heat and effort almost in half!

Entirely new in design — this amazing Stroke-Sav'r Iron outmodes all old type irons regardless of make. Bigger ironing surface... new Wide Low Bevel... and completely rounded heel make ironing faster, easier, effortless. New, better—even to its 8-foot, 10,000 cycle cord... 2 feet longer than ordinary cords.

**\$12.95\***

REPLACEMENT OR REFUND OF MONEY  
★  
**Guaranteed by Good Housekeeping**  
IF NOT AS ADVERTISED THEREIN

**UL**  
UL LISTED  
ELECTRICAL EQUIPMENT  
LABORATORY

**COMPLETELY NEW SOLEPLATE** is scientifically streamlined to teardrop design for getting into corners... for sweeping strokes and full visibility.

\*Price includes Federal Excise Tax and is Fair Traded in states where appropriate Fair Trade Acts exist.

**QUALITY AND VALUE SINCE 1849**

*Centennial Anniversary Presentation*

# Revolutionary!

# by UNIVERSAL

## PLUS A GREAT TEN DAY HOME TRIAL OFFER

to introduce this amazing new *Stroke-Savr* Iron to your customers!

**A**BSOLUTELY without question here is the greatest opportunity for big volume iron sales ever offered to retailers. Placed in customers' homes on Universal's Ten Day Money-Back Trial Offer, this astounding new iron will sell itself to American housewives as no other electrical appliance has ever done.

The Stroke-Savr is completely different from any iron you've ever sold or ever seen—it is the biggest advance in ironing since electric irons replaced the old "sad iron." Truly revolutionary, it is basically designed for greatest ironing surface from the perfect circle—streamlined to teardrop form for easy sweeping strokes in any direction. It can be used with right or left hand . . . irons backward as well as forward. A radical, new Wide Low Sloping Bevel glides under buttons, pleats and ruffles from any approach without interrupting normal stroke. New "extra-heat" 1100 watt, cast-in lifetime tubular unit provides even heat coverage from edge to edge.

Many other revolutionary improvements such as new balanced-grip handle with right and left thumb rests, new Hand-I-Set Fabric Dial and extra long cord make this America's outstanding Iron and most tremendous iron value ever!

Iron performance checked in actual laundries of Leading National Magazine for amazing work-saving advantages . . . tried and acclaimed by hundreds of housewives.

### HERE'S WHAT THEY HAVE TO SAY:



Mrs. Maria C. Wulker  
3941 Copley Road  
Philadelphia, Pa.

"The new Universal Stroke-Savr Iron enables me to iron ruffled curtains in half the time that it took with my old iron. It's wonderful for general ironing, too—saves time and energy amazingly."



Mrs. Thelma E. Foster  
3337 Cotes Avenue  
St. Louis, Missouri

"I've never seen anything like the new Universal Stroke-Savr Iron. What used to be a whole day's ironing with my old iron can now be done in only a few hours."



Mrs. Virginia Wilson  
19170 Plainview Road  
Detroit, Michigan

"I can't wait to tell my friends about this remarkable new iron. With my old iron it took me nearly 15 minutes to iron a colored shirt . . . with the Stroke-Savr Iron I can do it in 5 minutes."



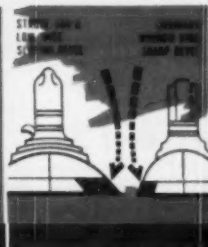
Mrs. Maxine E. Fisher  
6960 Boreford Avenue  
Parma Heights, Ohio

"I never dreamed ironing could be so effortless. The new Universal Stroke-Savr is so easy to use. And its big soleplate covers far more area . . . really speeds up ironing."

## NEW *Stroke-Savr* FEATURES FOR FASTER, EASIER IRONING!



**37% MORE IRONING SURFACE** saves strokes, time effort. Has 37-sq. in. soleplate as compared to 27 in ordinary irons—and is much easier to use.



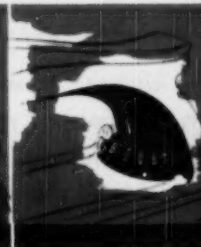
**NEW AMAZING WIDE BEVEL** out-modes high-bevel irons. No old-type button notches. Wide sloping bevel glides under pleats, buttons, ruffles.



**HEATS EVENLY EDGE TO EDGE.** New 1100 watt "extra-heat" cast-in lifetime tubular unit assures perfect heat coverage. No cold spots in this new iron.



**NEW BALANCED-GRIP HANDLE** with right and left thumb rests is designed to contour of hand. Air-cooled grip and deck assure new comfort.



**HAND-I-SET FABRIC DIAL** is recessed in Stroke-Savr's cool plastic handle out of the way of tender knuckles—provides accurate heats for every fabric.



**STILL WEIGHS ONLY 3 1/4 POUNDS.** All of these sensational features are packed into an easy-to-use 3 1/4 pound iron . . . perfectly balanced to avoid fatigue.

See YOUR DISTRIBUTOR TODAY FOR  
DETAILS ABOUT UNIVERSAL'S GREAT  
*Save-on-Stroke* PROMOTION!

# UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.



Are you prepared to sell —

# THE BIG MARKET IN KITCHENS?



**52%** **PREFER WOOD**

**41%** **PREFER METAL\***

**7%** **UNDECIDED\***

\* Based upon the results of a recent national survey conducted by a leading magazine to determine the preference of buyers regarding wood and metal kitchen cabinets. Details furnished upon request.

The BIG market for kitchens is in cabinets of WOOD and the only fully finished wood cabinets consistently advertised nationally are Kitchen Maid. Kitchen Maid originated the modern kitchen. It is widely known and highly regarded. Kitchen Maid sales are increasing. Its dealers are making money — thanks to a policy of selective franchises. If you should like to learn more about the profit opportunities in this famous cabinet line, write in confidence, or send coupon below.

THE KITCHEN MAID CORPORATION  
784 Snowden Street, Andrews, Indiana

Without obligation please send me the facts about the Kitchen Maid selective franchise.  
I am a ☐ Retailer ☐ Wholesaler

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

## Washington Currents

CONTINUED FROM PAGE 16

equivalent of the deceased partner's interest in the business, and at the same time leaves the business intact.

The scheme itself isn't brand new. But up to now, the Bureau of Internal Revenue has been collecting inheritance taxes on both the amount of the insurance and on the value of the deceased partner's share of the business. The Tax Court now has said that this is double taxation, and not to be done any more.

### NO QUICK EXPANSION OF TV STATIONS

As the Federal Communications Commission moved into its second set of hearings on the color television question, you could be sure of one thing: there is going to be no thawing of the TV broadcast freeze until FCC is ready to decide on the whole question of color.

TV industry members have been pressuring for the Commission to go ahead with the assignment of new black-and-white stations to the present 12-channel band—regardless of what kind of decision is made on color, and the band to be selected to provide more room for both color and black-and-white.

But the regulatory agency takes this position:

It won't authorize more TV stations on the present channel until it can open up the new higher-frequency band proposed at the same time; and it won't open up this new band for black-and-white until it can be sure color can be added to the two-band system without re-opening once again the whole question of band allocations, etc.

All of which means that it will be many, many months before you'll get color TV. The further FCC gets into the complex problem, the more difficult it becomes to find a satisfactory answer.

In the meantime, RCA has come out with an improved all-electronic color-TV receiver which—it says—makes it possible for FCC to unfreeze right now, since the RCA color system is completely compatible with present black-and-white receivers. That is, color transmissions for its receivers can be picked up satisfactorily on present black-and-white sets.

### WHITE COLLAR LEARNERS GET 75¢

What kinds of workers are "learners"?

It makes a difference—because learners, under the wages and hours standards that became effective in January, can be paid less than the new 75 cents-per-hour minimum wage.

The wage-hour officials have handed down one interpretation of the new law that goes across the board in all business establishments:

Persons hired for the first time as office help—stenographers, typists, statement clerks, file clerks, etc.—may not be classified as "learners". This

means they must be paid at least 75 cents per hour even "while they're learning their job."

The ruling is based on this reasoning:

The worker has had to have certain preliminary training in order to acquire the basic skills to be hired for these jobs. Once hired, the worker becomes sufficiently productive in such a short period of time that there is no need for providing for less than the minimum wage.

### EASIER CREDIT AND CAPITAL FOR SMALL BUSINESS

Before Congress goes home this fall, you can be sure of one thing: it will approve legislation making it possible for small and independent business to get easier credit and perhaps equity capital. This will mean something to the small businessman who wants to borrow \$5,000 or \$10,000—but finds he can't get the money from his bankers, either at the interest rates or for the length time he wants.

There are plenty of ways in which this may be done, and it remains to be seen which proposal—or proposals—Congress adopts.

(1) Reconstruction Finance Corp. may get new freedom to insure commercial bank loans to smaller fellows and on easier terms than it does now. Advantage, from one point of view: it's already in the business, and all you would have to do is vote it more money and authorize loans on a freer basis.

This is the idea that was backed by Secretary of Commerce Sawyer's Small Business Advisory Committee just a few months ago.

(2) Capital banks to be organized by private bankers would be authorized by a bill that has been introduced by Senator Joseph C. O'Mahoney, chairman of the Joint Economic Committee. There would be no direct government money involved in O'Mahoney's 36 banks; but the legislation would give the banks a tax exemption.

(3) Capital bank scheme, but with government money and government guarantees to make up losses, is another idea—and this one is likely to get more Administration support than O'Mahoney's "private money" setup. Reason: Truman's men figure private bankers wouldn't take the risks to help the fellows the Administration wants to reach.

In the long run, you can look for creation of some kind of capital bank which would not only lend money to new and small enterprises, but also buy up their stock—thus creating a pool of equity capital for the small operator. The idea isn't new. The economic brains have been kicking it around for a dozen years or more.

Right now, though, it looks more likely that you'll first see the first action through RFC. It's quicker and safer. It gives the politicians a record to stand upon—leaving the capital bank idea on hand for use as a goal to work for, and use in campaigning.

# PUT 'EM ALL TOGETHER...



...it's easy to see why Fedders Dealers  
will again double their sales this Summer!

**Climb aboard the Fedders bandwagon** for a nifty-fifty! Your summer profits will zoom if you sell this fast-moving line of smart room air conditioners. Fedders has packed 54 years of engineering know-how into this new complete line of attractively styled models.

**History making cooling capacity!** For the first time in the history of room air conditioner design, Fedders offers a full  $\frac{1}{2}$  ton (6020 btu/hr.) and a full  $\frac{3}{4}$  ton (9010 btu/hr.) window models. Ratings are certified at ASRE conditions.

**Compare this line** with any other room air conditioners regardless of price. Look at these sales-clinching features: exclusive rotatable Comfort Circle Grille; permanently oiled fan

motors; exclusive V-Type twin evaporators; hermetically sealed, all-weld refrigeration system.

**Streamlined model** in both furniture-styled and smooth ivory cabinets fit into the window, plug in like a radio... no ducts, no water connections, no pipes. Yes, you'll agree that Fedders gives your customers more air conditioner per dollar.



A GREAT NAME SINCE 1896

## MAIL COUPON NOW FOR FACTS!

FEDDERS-QUIGAN CORPORATION,  
Unit Air Conditioner Division  
Dept. EM-3, Buffalo 7, N. Y.

Gentlemen:

Please send me complete information on the 1950 line of Fedders Room Air Conditioners for we'd like to get aboard your profit bandwagon selling this new comfort appliance.

Name \_\_\_\_\_

Company \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ County \_\_\_\_\_ State \_\_\_\_\_

# Ironrite's buttoning up



Check this great advertising and sales promotion program for 1950—biggest ever—for any ironer!

IT'S HAPPENING! The big automatic ironer market is starting to crack wide open—just as we predicted!

And Ironrite's ready with a bang-up advertising and sales promotion program that really buttons up the market for Ironrite dealers!

Climb into your selling clothes and put your shirt on

Ironrite! There's money to be made in 1950 by dealers who give Ironrite a featured place in their sales plans for the year. And, thanks to no trade-ins, "deals" or price cutting, the profit you make is *clear* profit!

Look over this program—biggest ever for *any* ironer—and check with your distributor! Ask him how to get set for the biggest Ironrite year in history!

**FULL PAGES  
IN 5 GREAT  
NATIONAL MAGAZINES!**

McCall's—Better Homes and Gardens—Household—Successful Farming—Sunset  
—reaching a total of more than 11 million appliance-hungry families from coast to coast!

**IRONRITE'S  
TWO-WAY SPECIAL  
MAT SERVICE!**

Two separate series of newspaper mat ads for dealers who want to button up their local markets. One series is adapted from Ironrite's emotion-compelling national ads; other features direct, hard-selling, retail-level copy that gets right to the point. Two appeals to choose from!



# the market for '50!



**Ironrite**  
iron everything

Watch  
**Ironrite**  
*Quickly  
Simply*  
IRON  
ANYTHING  
YOU CAN WASH

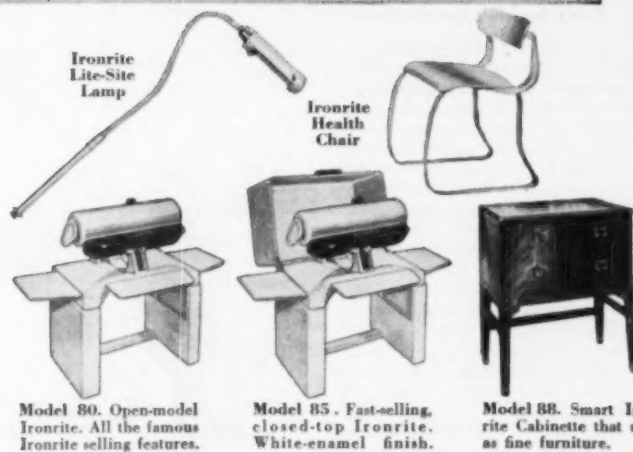
**SALES AIDS GALORE!**  
Name it . . . we've got it! Featuring a brand-new book that's crammed with 100% effective selling plans, Ironrite's stock of displays, sales aids, and literature is top-flight and complete.

## A DEMONSTRATION ON FILM

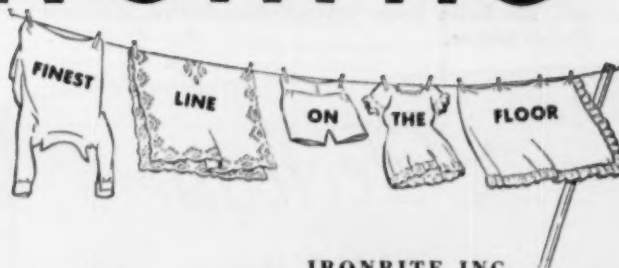
Ironrite's industry-famous color movie, "Making a New Day Out of Tuesday." Ideal for group demonstrations and salesmen training. In gorgeous full color! Thirty minutes in length.

And, last but not least, this . . .

**THE MOST "WANTED"**  
**NAME IN THE INDUSTRY—**



# Ironrite

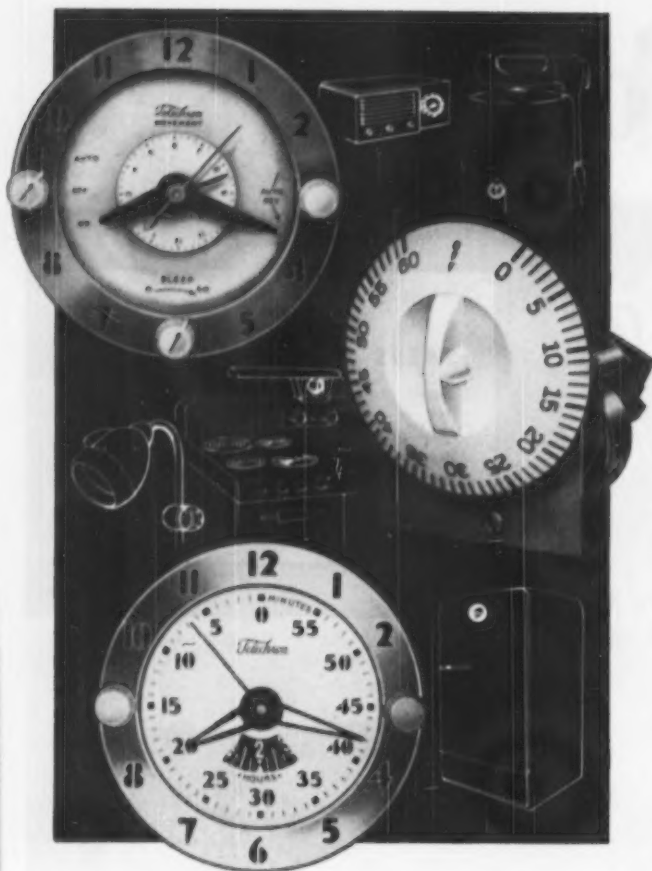


**IRONRITE INC.**

Exclusive manufacturers of ironers since 1921

**MT. CLEMENS, MICHIGAN**





## HOW TO CLINCH SALES *on Time*

Remember . . . an electric appliance is only as good as the results a customer gets out of it. Poor timing . . . product's no good! Accurate timing . . . wonderful product! The customer seldom blames herself when results are poor.

That's why it's easier for you to sell electric appliances that are as nearly foolproof as possible. Accurate timing is a vital step in that direction. Accurate timing means Telechron Timers. For, all Telechron Timers are kept on time by their tiny motors that are instantly, constantly synchronous. Your customers know that.

Here's the point. Since accurate timing makes electric appliances easier, safer and more satisfying to use (therefore, easier for you to sell), appliances equipped with Telechron Timers are well worth looking for, insisting on and featuring. Telechron Inc., 220 Union Street, Ashland, Massachusetts. A General Electric Affiliate.

**Telechron**  
®  
**TIMERS**  
*The low-cost plus  
that clinches the sale*

## Watchdog of Your Credit Rating

**Dun & Bradstreet helps keep monetary wheels of commerce turning with its continual appraisal of credit ratings of 3,000,000 businesses**

**I**F YOU are a retail dealer in electrical appliances and radios, the chances are you have recently received an envelope from Dun & Bradstreet with a request for your financial statement. Furthermore, the chances are, you will be receiving such requests from time to time as long as you are in business.

This request is one link in the chain of credit reporting. And credit reporting is a vital element in the staggering volume of business that credit makes possible. Over 90 percent of American business today is conducted on a credit basis.

Credit as a device to facilitate trading is older than money. But credit reporting is a peculiarly American institution. It began a little more than a hundred years ago when Lewis Tappan, a New York silk merchant, established The Mercantile Agency. The Agency, now more widely known as Dun & Bradstreet, Inc., has served American business continuously since that time. The procedures and techniques have developed as business itself has grown and developed, but the underlying purpose has remained the same: to enable the business man to use his credit to obtain his requirements promptly and with a minimum of red tape.

Most business men cooperate readily in furnishing financial statements and other information. Actually, it is to their advantage to do so, for it enables them to exercise their credit strength in virtually any market in the entire United States. In effect, Dun & Bradstreet acts as their suppliers' agents. The buyer and the shipper both gain when merchandise moves promptly and in the volume that the buyer can handle profitably.

### Credit Reporters Get the Facts

The statement-form questionnaire is just one approach to the problem of securing pertinent information about a merchant. Mainstay of the Dun & Bradstreet system is the credit reporter, a carefully trained interviewer and observer, who calls upon the merchant at regular intervals. To supplement the information he obtains in conversation with the merchant, he checks with the local bank and with sources of supply. The reporter also goes to the local court house to go over records of liens, fires, changes of title, and the like. There are 2,000 of these credit reporters who devote their full time to obtaining data about the business firms in their respective territories.

Approximately 25,000 local correspondents in turn supplement the work of the full-time reporter. The correspondent is usually a local lawyer,

business man, or other individual who devotes only part of his time to the work of furnishing information required between the reporters' regular calls.

All information about a concern is handled in the strictest confidence and is available only to those subscribers who have a legitimate business reason for inquiring. Such subscribers are generally suppliers, prospective suppliers, or insurance underwriters.

### 1,900 New Ratings a Day

Now, what happens to this steady flow of information about the individual businesses of the country? Basically, it serves two functions. One is to provide a fairly detailed report about each business. The other is to guide Dun & Bradstreet in assigning a combined credit and capital rating to each. The rating appears alongside each of the 2,949,886 names appearing in the current *Reference Book* and is indicated in the credit report on each concern.

No rating is permanent—it is subject to constant revision, in keeping with the trend of the individual business. Incidentally, rating changes throughout the United States and Canada now average 2,700 a day. New names added to the *Reference Book* average 1,900 a day; withdrawals, 1,700 a day. To keep pace with these changes, the *Reference Book* is revised and a new issue appears every other month.

The company makes no charge for listing and rating a business concern. The costs are borne by the subscribers to Dun & Bradstreet service—the manufacturers, wholesalers, and others who use the information as a basis for extending credit to their customers. *End*



"THAT RADIO COMEDIAN'S BEEN LAYING SO MANY EGGS IT STIMULATES THE CHICKENS!"

In designing their kitchen, the Chandlers, Country Gentleman Maine family, studied dozens of magazine clippings. They have electric refrigerator, range, dishwasher, garbage disposal unit, house freezer, washer, ironer, inlaid rubber tile floor.

## Your best rural customers

These prosperous farm people are Country Gentleman readers—typical of hundreds of other families right in your own trading area—good customers to cultivate. Country Gentleman's 2,300,000 circulation is concentrated in the Top Half group that gets 9 out of 10 farm dollars! And families like this...



## see your best-selling brands in Country Gentleman

Fast-moving lines are advertised in Country Gentleman, No. 1 farm magazine in advertising revenue! So display and push these Country Gentleman advertised brands...

### Admiral Refrigerators

Arvin Irons  
Arvin Electric Cook  
Arvin Portable Electric Heaters  
Arvin Radios  
Bendix Laundry Equipment  
Ben-Hur Farm & Home Freezers  
Big Ben & Baby Ben  
Alarm Clocks  
Carrier Food Freezers  
Clark Water Heater  
Coolerator Electric Ranges  
Crosley Electric Ranges  
Crosley Products  
Crosley Refrigerators  
Crosley Water Heaters  
Dazey Electric Churn

### Deepfreeze Home Freezers

DeLaval Food Freezers & Milk Coolers  
Dexter Twin Tub Washers  
Domestic Sewmachines  
Easy Spindrier Washer  
Electric Heating Cable  
Electric Seed Bed Heater  
Estate Gas & Electric Ranges  
Frigidaire Electric Ranges  
Frigidaire Freezers  
Frigidaire Milk Coolers  
Frigidaire Refrigerators  
Frostfold Food Packaging Kits  
General Electric Farm Products  
General Electric Freezers  
General Electric Heat Lamps

### General Electric Irons

General Electric Lamps  
General Electric Mixers  
General Electric Radios & Radio-Phonographs  
General Electric Washers  
General Mills Home Appliances  
Gibson Refrigerators  
Gibson Ranges  
Gird Electric Tools  
Harder-Freeze Home Freezers  
Hoshmaster Water Heaters  
Hobart Generators  
Home Utility Electric Tools  
Morton Washing Machines  
Molport Electric Ranges  
International Harvester Refrigerators & Freezers

### Kelvinator Freezers

KitchenAid Food Preparators  
Maytag Washers  
Miro-Matic Electric Percolators  
Norge Electric Ranges  
Norge Refrigerators  
Norge Standard Washers  
NoTone Door Chimes  
Phico Refrigerators  
Royal Vacuum Cleaners  
Schafer Freezers  
Sessions Clocks  
A. O. Smith Automatic Water Heaters  
Sno-Breeze Air Cooler  
Speed Queen Washers and Ironers  
Speedway Milk Coolers & Food Freezers

### Stewart Clipmaster & Shearmaster

Telephon Electric Clocks  
Toastermaster Toasters  
Toastermaster Water Heaters  
Victor Freezers  
Westclox Clocks  
Westinghouse Cleaners  
Westinghouse Irons  
Westinghouse Laundromat  
Westinghouse Milking Appliances  
Westinghouse Radios & Radio-Phonographs  
Westinghouse Refrigerators  
Wilson Milk Coolers and Freezers

**REMEMBER:** In over half of all U. S. counties, Country Gentleman has more circulation than the biggest weekly or biggest women's magazine!

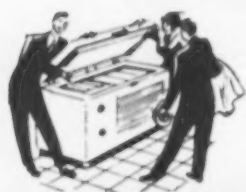




# Deepfreeze...

## NEW LARGER CAPACITIES—AT NEW LOW PRICES—PLUS A GREAT NEW MODEL!...

**There's a Model to Fit Every Home, Every Purse, Every Market!**



The Deepfreeze home freezer line fills every prospect's needs. Now you can offer six great new, improved Deepfreeze home freezers. Larger capacities at lower prices—a sales-winning combination that means PROFITS for every aggressive appliance dealer! This

famous line is backed by a powerful distribution organization and a great manufacturer that pioneered the home freezer industry. Look over the line and attractive franchise. Now is the time for greater profits with Deepfreeze—first and finest in the home freezer field!



DE LUXE MODEL C-7  
Capacity 7.2 Cu. Ft. Holds more than  
252 lbs. of assorted foods.  
Retail Price **\$24995**



DE LUXE MODEL C-12  
Capacity 12.3 Cu. Ft. Holds more than  
430 lbs. of assorted foods.  
Retail Price, NOW ONLY **\$39995**



DE LUXE MODEL C-20  
Capacity 20 Cu. Ft. Holds more than  
700 lbs. of assorted foods.  
Retail Price **\$54995**



MODEL B-7  
Capacity 7.2 Cu. Ft. Holds more than  
252 lbs. of assorted foods.  
Retail Price **\$22995**



MODEL B-12  
Capacity 12.3 Cu. Ft. Holds more than  
430 lbs. of assorted foods.  
Retail Price **\$36995**

**COMPARE** FEATURE FOR FEATURE WITH ANY OTHER LINE! NO  
OTHER HOME FREEZER HAS SO MANY—ONLY DEEPFREEZE HAS THEM ALL!

SEPARATE FREEZING COMPARTMENT • POSITIVE-ACTION LATCHES • ICE CUBE TRAYS  
SAFE EASY GRIP HANDLE • COUNTER-BALANCE LIDS • STORAGE BASKETS  
SERVING TRAY • METAL STORAGE DIVIDERS • DUAL INTERIOR LIGHTS AND LID LOCK  
TEMPERATURE INDICATOR • EASY READING TEMPERATURE CONTROL  
BONDERIZED RUST-RESISTANT CABINET • WHITE BAKED-ON ENAMEL FINISH  
5-YEAR FREEZING UNIT WARRANTY

Another NEW Model in this Famous Line!

*The "Sweet 16"*

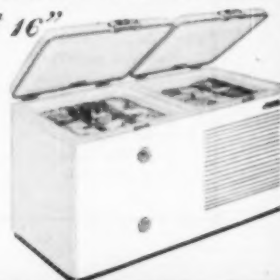
\*\*\*

DE LUXE MODEL C-16

Capacity 16.1 Cu. Ft.  
Holds more than 563 lbs.  
of assorted foods.

**\$48995**

Retail Price



*Go Buy the Name...*  
**Deepfreeze**  
HOME FREEZERS

# DOES IT AGAIN!!!

## NOW! 3 GREAT NEW APPLIANCES!

# Deepfreeze

TRADE-MARK REG. U. S. PAT. OFF.

### REFRIGERATORS • ELECTRIC RANGES • ELECTRIC WATER HEATERS

★ NOW Deepfreeze gives you a complete line of appliances for preparing and preserving food—the new Deepfreeze refrigerators, electric ranges and electric water heaters! Satisfied owners of the Deepfreeze home freezers are a ready market for these new profit-makers. Prospects everywhere know the Deepfreeze name and offer splendid sales opportunities. Here's quick "plus" appliance business—more reasons why your Deepfreeze franchise means PROFITS for you!



**Don't Delay!**  
**See Your Distributor TODAY!**

Your Deepfreeze Distributor will gladly explain the details of the Deepfreeze franchise and the complete Deepfreeze line! Ask him about the national advertising program and the many practical selling aids available to Deepfreeze dealers. You can sell these four great products by the carload for a handsome profit! Don't delay—see your Distributor—or write direct for details about America's Number 1 home appliance franchise. Deepfreeze Appliance Division of Motor Products Corporation, N. Chicago, Ill.



#### ALL NEW Deepfreeze REFRIGERATORS

The Only Refrigerators With the New Deepfreeze Freezer Compartment and the exclusive Handi-bins in the Dual Vegetable Crispers (separate lift-top compartment for "small" fruits and vegetables). ADD THESE FEATURES: Deepfreeze Freezer Compartment • Butter Box with spread control • Swing Shelf • Dry Storage Bin • 5-Year Warranty. There are five great models in this Deepfreeze line!

Models from **\$199<sup>95</sup>**  
Retail Price



#### ALL NEW Deepfreeze ELECTRIC RANGES

CHECK THESE FEATURES: Multi-heat switches • Individual surface unit pilot light • Monotube super contact heating units • Automatic timer control and electric clock • Porcelain enameled broiler pan and polished aluminum alloy smokeless tray • Interval timer • Automatic preheat oven temperature control • Fluorescent range lamp • Appliance outlet • Economy well cooker with inset pan • Trivet and french fry basket.

Models from **\$159<sup>95</sup>**  
Retail Price

#### ALL NEW Deepfreeze ELECTRIC WATER HEATERS



14 Models in an All-New Line! A complete line of Deepfreeze electric water heaters. When you carry the fourteen models with the Deepfreeze name, you can promote them, display them, and sell many, make more money. There's a model for every home, every need!

|  |                     |  |                     |   |                     |
|--|---------------------|--|---------------------|---|---------------------|
| MODEL WB-312<br>Twin Unit Round<br>Capacity 21 gals. | \$114 <sup>95</sup> | MODEL WB-311<br>Single Unit Round<br>Capacity 31 gals. | \$104 <sup>95</sup> | MODEL WC-302<br>Twin Unit Table<br>Tap. Cap. 30 gals.   | \$129 <sup>95</sup> |
| MODEL WB-422<br>Twin Unit Round<br>Capacity 42 gals. | \$129 <sup>95</sup> | MODEL WB-421<br>Single Unit Round<br>Capacity 42 gals. | \$119 <sup>95</sup> | MODEL WC-407<br>Twin Unit Table<br>Tap. Cap. 40 gals.   | \$139 <sup>95</sup> |
| MODEL WB-507<br>Twin Unit Round<br>Capacity 50 gals. | \$139 <sup>95</sup> | MODEL WB-501<br>Single Unit Round<br>Capacity 50 gals. | \$129 <sup>95</sup> | MODEL WC-301<br>Single Unit Table<br>Tap. Cap. 30 gals. | \$119 <sup>95</sup> |
| MODEL WB-667<br>Twin Unit Round<br>Capacity 66 gals. | \$169 <sup>95</sup> | MODEL WB-661<br>Single Unit Round<br>Capacity 66 gals. | \$154 <sup>95</sup> | MODEL WC-401<br>Single Unit Table<br>Tap. Cap. 40 gals. | \$129 <sup>95</sup> |
| MODEL WB-812<br>Twin Unit Round<br>Capacity 81 gals. | \$189 <sup>95</sup> | MODEL WB-811<br>Single Unit Round<br>Capacity 81 gals. | \$174 <sup>95</sup> |   |                     |

All Prices Retail

*Go Buy the Name...*  
**Deepfreeze**

REFRIGERATORS • ELECTRIC RANGES • ELECTRIC WATER HEATERS



## Heading for record-smashing sales



A sell-out in '49! Ready to set new sales records in '50! That's the new Ilgdualaire two-purpose cooling fan. At night, it pulls in cool, clean outside air . . . temperature drops 10° to 20°. By day, it circulates air for greater comfort! It headlines ILG's new line, offering a complete range of cooling fans for small apartments to largest homes, also commercial and industrial applications. Realistic merchandising prices. Backed by national advertising and dealer program. Get the complete story now! Call nearby branch office (consult classified directory) or send coupon for FREE kit of selling helps.

**Free 16-page new dealer kit to help you plan your 1950 Cooling Fan Program.**



ILG ELECTRIC VENTILATING CO.  
2874 North Crawford Avenue, Chicago 41, Illinois  
Offices in more than 40 Principal Cities  
Please rush me your FREE 1950 Cooling Fan dealer kit.

Executive's Name \_\_\_\_\_  
Firm Name \_\_\_\_\_  
Address \_\_\_\_\_ Zone \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



**THOROUGH** and painstaking demonstration is an absolute must after every electric range sale if the appliance is to stay sold and the dealer is to be spared unnecessary service calls, claims R. H. Schneberger (left).

## Demonstrations Cut Service Calls

**Dealers could save money if they realized that 75 percent of all range service calls are "educational," says R. H. Schneberger of Coolerator**

FULLY 75 percent of the service calls on today's electric ranges go into the classification of "Educational—nothing wrong."

This, in the words of R. H. Schneberger, The Coolerator Co., Duluth, Minn., is a direct indictment of the dealer's effectiveness in making a demonstration.

The trade is setting up its own future trouble when it forgets these simple facts:

You tell—the housewife may absorb only 10 percent of what you say.

You show—she may get up to 50 percent of what you want to get across.

You let her do it—she is getting 80 to 90 percent retention.

Then let her tell you. If she can do it and tell you how and why, she has gotten 100 percent retention. You have accomplished your objective.

The so-called demonstration of getting a lot of words crammed into a few minutes at the time of installation just

confuses the housewife. It may be demonstrating but it isn't teaching how to operate. Take, for instance, the minute minder of a range. Tell Mrs. Smith how it is a mechanical device which can be set for any period of time from one to sixty minutes; when the time has elapsed the minute sentry will ring a chime.

"Suppose, Mrs. Smith, you want to bake a cake for 25 minutes. You merely set the dial to 25. Now, suppose you set it."

You say, "Do it again," and she does. Now say, "Can you repeat the directions I first gave you when I told you how to set this?" She tells you what you first told her. She's learned something and she is happy and proud of her accomplishment. That is the only way you can demonstrate a device so that the person understands. That is teaching and training; it's a real demonstration.

(Continued on page 108)



# WIT THE JACKPOT

IN SPRING TELEVISION PROFITS

with this great

WESTINGHOUSE-HOLLYWOOD TRE-IN

## Champagne for Caesar

A Harry M. Popkin production  
released thru United Artists



STARRING

RONALD  
COLMAN

AND

CELESTE  
HOLM

FEATURING Westinghouse Television

"Champagne for Caesar"  
is a sparkling new motion  
picture with an all-star cast.



★ When Ronald Colman, the man who knows all the answers, gets on the biggest, most grandiose television "give-away show" ever devised . . . the consequences are too hilarious to miss!

**CASH IN** on the box office success of one of the funniest movies ever to come out of Hollywood. It's coming soon to your local theater. It's being backed by Westinghouse newspaper advertising in your area. Call your Westinghouse Distributor . . . ask for "Champagne for Caesar" Headquarters. Get your complete promotion kit now!

## SEE THE NEW Westinghouse TELEVISION



### WESTINGHOUSE MODEL 610T12

Features the exclusive ELECTRONIC MAGNIFIER, for full-view or GIANT CLOSE-UP picture . . . 12½-inch "BLACK" TUBE for non-glare sharp contrast . . . BUILT-IN ANTENNA . . . SYNCHRO-TUNING of sight and sound . . . full circuit tube complement . . . plus other great Westinghouse features . . . at a price that's competitive.

The 610T12 is one of a complete line of sets designed to help you sell every last TV prospect.

### FEATURE FOR FEATURE WESTINGHOUSE WINS!

There's no time to waste! Call "Champagne for Caesar" Headquarters, or your Westinghouse Distributor's, now!

YOU CAN BE SURE ... IF IT'S  
**Westinghouse**

Every woman who  
cooks is a prospect for  
something in the complete

# NESCO

electrical line!

The advantages of clean, cool, flavorless electric cooking are desired by every woman, regardless of the size of her pocketbook or of her family.

With the complete Nesco line you can fill her needs to her satisfaction and to your profit. Every item is quality-built to Nesco's traditional high standards, with advanced features designed to give her better cooking with less work. Buy—and profit by—the nationally accepted, nationally advertised Nesco electrical line!



## NESCO ROASTER-OVEN

No. 126

Featuring the "Guide Dial" and "Push Button" Cover Release, the 18-qt. model 126 also has the "See Thru" glass window and removable cooking well. Shown with matching cabinet No. 124, and electric time clock No. 127.



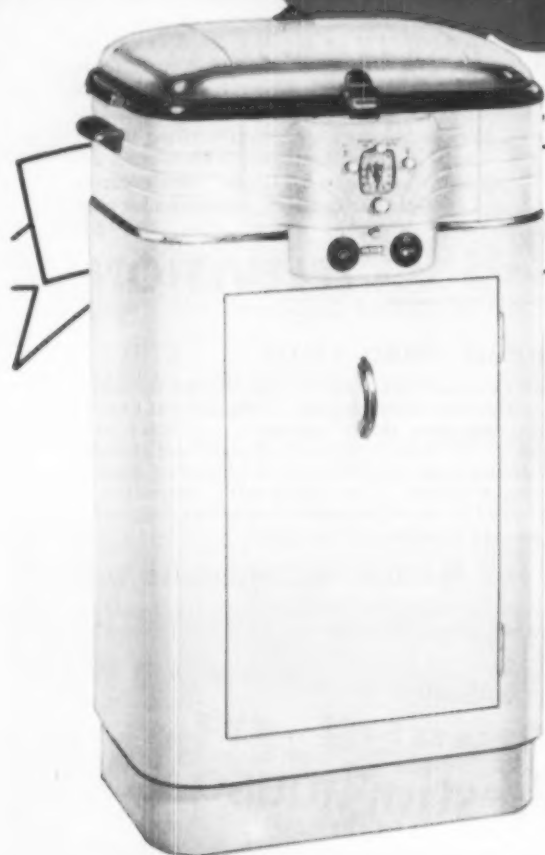
*FOR Better COOKING -*



## NESCO ROASTER-OVEN

No. 109

This is the famous Nesco 20-qt. fully automatic roaster-oven with the exclusive built-in time clock, insulated cover, automatic thermostat, and removable cooking well. Shown with matching cabinet No. 91005.





## NESCO ROASTER-OVEN

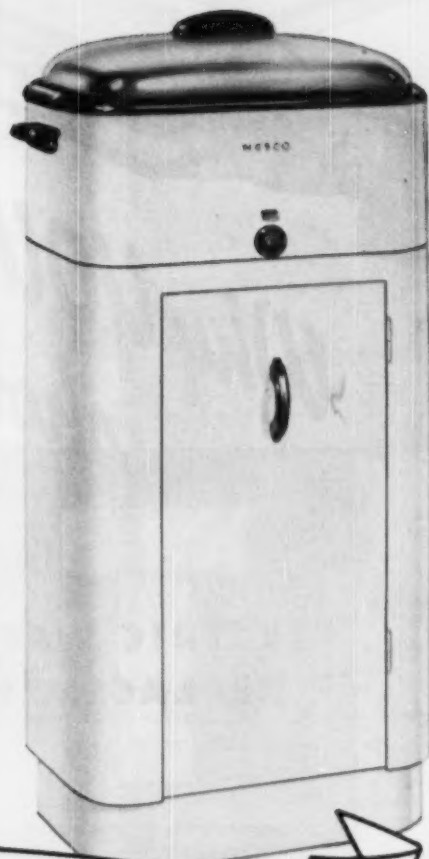
← No. 125

Full 18-qt. capacity and top quality in a low-priced Nesco Roaster-Oven! Automatic thermostat with signal light, polished aluminum cover, and removable cooking well. Shown with matching cabinet No. 124 and electric time clock No. 127.

## NESCO ROASTER-OVEN

No. 120 →

Promotionally priced 18-qt. Model 120 is a truly unusual value. Automatic thermostat with signal light, polished aluminum cover, and removable cooking well. Shown with matching cabinet No. 89005.



**ROASTING-BAKING-**

**BROILING!**



MODEL NO. 7015

### NESCO OVAL 6-QT. ROASTERS

On a smaller scale, these oval 6-qt. roasters can do almost everything the full-size roasters can do. Both have removable cooking wells. No. 7015 has automatic thermostat, No. 7014 has HI-LO heat control.



MODEL NO. 7014



MODEL NO. 4212

### NESCO ROUND CASSEROLES

They may look little, but how they can cook! Ideal for small roasts and casserole dishes. 3 1/2 qt. capacity. Both have removable cooking wells. No. 4212 has automatic thermostat, No. 4211 has HI-LO heat control.



MODEL NO. 4211



MODEL NO. 3012

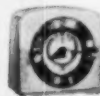
### NESCO BROILER GRIDDLES

No. 3012 is for 109 and 126 roaster-ovens and No. 3013 is for 125 and 120 roaster-ovens. They fry eggs, bacon and wheat cakes on top. For delicious broiling, meat is placed underneath.



MODEL NO. 3013

### NESCO PORTABLE ELECTRIC TIME CLOCK



Same fine clock as No. 127, except that it has its own case. Completely portable, and may be used to turn any appliance on and off.

### NESCO STEAM COOKER

This 1 1/2-qt. steam cooker fits onto round casseroles, providing extra capacity. Cooks vegetables while meat is cooking. Saves work and current. White porcelain enamel.



## NATIONAL ENAMELING AND STAMPING COMPANY

EXECUTIVE OFFICES: 270 NORTH 12TH STREET, MILWAUKEE 1, WISCONSIN

Sales Offices: Merchandise Mart, Chicago • 230 Fifth Avenue, New York • Capital City, Atlanta • Ambassador Bldg., St. Louis • Western Merchandise Mart, San Francisco





*Why YOU Mr. Dealer  
should Sell..*



- TOPS IN CUSTOMER ACCEPTANCE!
- TOPS IN EASY INSTALLATION!
- TOPS IN PERFORMANCE!
- TOPS IN PACKAGING!
- TOPS IN DEALER PROFITS!

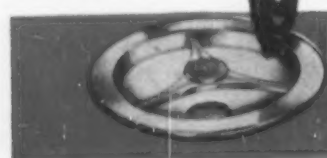
Individual packaging . . . fast service . . . styles, sizes and shapes of units to fill all replacement needs, along with easy installation, are a few of the many advantages enjoyed by TK Dealers. Probably the most important advantage is the low record of "call-backs" . . . with no angry "blasts" from dissatisfied customers for installation of inferior units. You, too, will find it profitable to provide your customers with efficiently designed and ruggedly constructed TK units . . . units with extremely dependable performance, plus economical, fast heating of water. Like information on how you can become a TK Dealer? Write us today.

#### OTHER TK ELECTRIC HEATING PRODUCTS

Surface Heating Range Units •  
Platiron Heating Units • Range  
Warmer Units • Switches & Se-  
lectors • Bake & Broil-Oven  
Units • Commercial & Industrial  
Heating Units

#### ELECTRIC WATER HEATER MANUFACTURERS

TK units are made in styles, shapes and wattages to fit specific production requirements. Over a quarter of a century of electrical engineering experience can be brought to bear on your electric heating unit needs. Drop us a note. We'll be glad to work with you.



**TUTTLE & KIFT, Inc.**

1823 N. Monitor Avenue, Chicago 39, Illinois

*A Subsidiary of Teco Electric Corporation*



## Demonstrations Cut Service Calls

—CONTINUED FROM PAGE 104—

Demonstrate the timer clock with a simple one, two and three step idea and as you did with the minute sentry, have the lady show you how it's done. It may take several attempts before she understands but unless she does she may not understand how to use her range, and she will not be promoting the sale of electric ranges in general or your range in particular.

Within a week or so you may get a service call from this lady. "My oven isn't working," she says.

"Is this the first time you have used your oven?" you ask.

"Oh, no, yesterday I used it with the automatic timer and it worked perfectly but today it just all seems to be dead," may be her answer.

Then, because you have made a thorough demonstration, you can say, "Mrs. Smith, do you remember when I was demonstrating I told you about the little white button to push in?"

"Oh, yes," she says, "now I remember."

"While I'm holding the phone, Mrs. Smith, will you go to the range and see if you didn't forget to push in that little white button?"

She may either remember or she will go to the range, push in the button, come back and say, "Now it's O.K."

In the demonstration you should explain to Mrs. Smith the matter of a blown fuse. Tell her, "Some day you may plug an appliance into this receptacle or outlet on the range and because the cord or the appliance may be defective the fuse may fail. It's nothing to be alarmed about. Right here is where the fuse is and here's how you replace it. And to be sure you know how, you do it now while I'm standing here."

Some dealers think it's a waste of time to make a good demonstration but rarely are they in the "Who's Who" of successful dealers. When a serviceman realizes that he has a selling job to do—when the dealer realizes that he has a training job to do so that his customers sell for him, then he will be doing a complete job. End

## Home Appliances



"NOW WITH THIS MODEL YOU DON'T HAVE TO WORRY ABOUT THE TOAST POPPING OUT ONTO THE FLOOR—YOU SIMPLY TURN THE TOASTER OVER AND IT DROPS OUT"

# Here's why you'll sell more FLORENCE ELECTRIC RANGES

...thanks to this  
4 color, 2 page spread in The  
Saturday Evening Post, April 15th...



This smart setting will dramatize the beauty and conveniences of Florence Electric Ranges to your customers. Yet . . . when they come in to see the Florence line they'll be pleasantly surprised at the low prices . . . so you'll sell more Florence Ranges . . . and sell them faster.



## AND DON'T FORGET...

Florence's pricing policy favors you . . . assures a good margin . . . higher profit. Complete line enables you to please customers in every price bracket. You close sales you'd lose with lines that don't equal Florence in variety of models and accessories. Get a new idea of the profit to be made in electric ranges—get on the Florence bandwagon—beginning now.

Distributorships on Florence Electric Ranges are available in some areas. For further information, write Florence Stove Company, Gardner, Mass.

**LEADING IN VALUE FOR 76 YEARS**



**TIE IN.** Attract customers—display the beautiful full color Florence spread in your window . . . in your store. Ask for mounted reprints. Also tie in with your local newspaper co-op ads—"sell" your store as headquarters for the beautiful new Florence Ranges.

**GAS RANGES — LP-GAS RANGES — ELECTRIC RANGES — OIL RANGES  
DUAL-OVEN Combination RANGES — OIL HEATERS — GAS HEATERS**

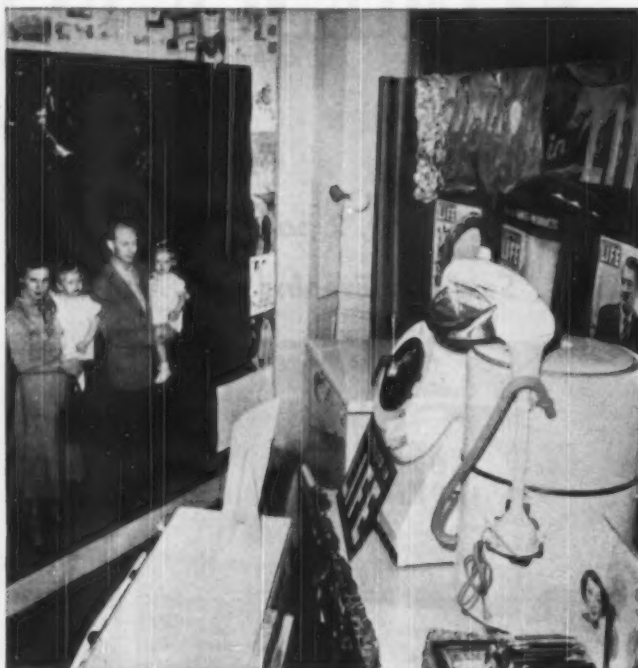
• FLORENCE STOVE COMPANY . . . General Sales Offices and Plant: Gardner, Massachusetts. Mid-Western Plant: Kankakee, Illinois. Southern Plant: Lewisburg, Tennessee. Other Sales Offices: 1 Park Avenue, New York; 1452A Merchandise Mart, Chicago; 419 Western Merchandise Mart, San Francisco; 53 Alabama Street, S. W., Atlanta; 301 North Market Street, Dallas.



# A real life story of a



1. Here is the planning group getting set to put on a LIFE promotion in the Electrical Living Shop at Berkeley, California. Left to right are Mr. Melvin Bray, Assistant Manager of the shop; Mr. Wendell E. Wickliffe, Owner and Manager; and Mr. George Newell, LIFE representative.



2. Mr. and Mrs. Norman Keith Freeman, with Susan and Laurie, have been drawn to the LIFE window in the Electrical Living Shop. The Freemans said they had been clipping appliance ads from LIFE for a year, building up a file. Those "Advertised in LIFE" signs look very familiar!

For extra sales feature the appliances soon to appear on the advertising pages of LIFE.

## MAJOR APPLIANCES

- April 3 Hoover Cleaner—1/2 page, color  
Mor-Sun Furnaces—42 lines
- April 10 Crosley Shelvador—spread  
Admiral Refrigerator—page, c.  
Bendix Washer—page, color  
Thor Washer—page, color  
Philco Refrigerator—page  
Hoover Cleaner—1/2 page, color
- April 17 Frigidaire Refrigerator—spread, c.  
G-E Automatic Washer—spread, c.  
Kelvinator Refrigerator—spread, c.  
Lewyt Vacuum Cleaner—page, c.  
Norge Electric Range—page  
Norge Refrigerator—page  
Hoover Cleaner—1/2 page, color  
Universal Appliances—1/2 page
- April 24 Hotpoint Appliances—spread, c.  
International Harvester Refrigerator—spread, color  
Crosley Shelvador—page  
Westinghouse Appliances—page  
Hoover Cleaner—1/2 page, color  
Thor Washer—1/2 page, color  
Universal Gas Range—1/2 pg., c.

- G-E Sandwich Grill-Waffle Iron—1/2 page  
G-E Toasters—1/2 page  
Libbey Glassware—1/2 page  
DeLuxe Mop Wringer Pail—70 lines  
Featherlite Plastic Garden Hose—42 lines  
Magicolor Paint—28 lines
- April 17 Sunbeam Shavemaster—page, c.  
Acme Paint—page  
Schick Shaver—1/2 page
- April 24 G-E Lamps—page, color  
Garden Club Glassware—page, c.  
SWP House Paint—page, color  
Fiberglas—page  
Stanley Home Products—Household Chemicals—page  
Borg Scale—1/2 page, color  
Osterizer and Osterett—1/2 page  
Du Pont Paint Brush—1/4 page  
Kilzit & Octa-Kill Insecticides—1/4 page  
Magicolor Paints—28 lines

## HOME FURNISHINGS

- April 3 Consider H. Willett Furniture—1/2 page  
Welsh Juvenile Furniture—1/4 pg.  
Lane Cedar Chest—1/4 page  
Trimble Kiddie-Koop—1/4 page
- April 10 Cannon Sheets—page, color  
Englander Mattress—page, color

- Firestone Velon Film—page, color  
Goodyear Airfoam—page, color  
Koolfoam Pillow—page  
Pequot Sheets—1/4 page  
Lane Cedar Chest—1/4 page  
Perm-A-Lator Padding Support—1/4 page
- April 17 Alexander Smith Carpets—spread, color  
Cannon Towels—page, color  
Deltax Rug—page, color  
Koroseal—page, color  
Mohawk Carpets—page, color  
Morgan-Jones Bedspreads, Rugs & Kitchen Cottons—page, color  
Ozite Rug & Carpet Cushion—page, color  
Certa Mattress—page, color  
Spring Air Mattress—page, color  
Mengel Furniture—page  
Playtex Pillow—page  
Lane Cedar Chest—1/4 page  
Restonic Mattress—1/4 page

- April 24 Congoleum-Nairm Linoleum—page, color  
Kroehler Furniture—page, color  
Lane Cedar Chest—1/4 page  
Ostermoor Mattress—112 lines  
Rymland Innersprings—28 lines

## RADIOS, TV AND INSTRUMENTS

- April 10 Columbia Records—1/2 page  
G-E Radio—1/2 page

- April 17 Hammond Solovox—1/2 page  
Lester Piano—1/2 page  
April 24 Zenith Radio—1/2 page, color

## JEWELRY, CLOCKS AND WATCHES

- April 3 Deltah Pearls—1/2 page, color  
Marvella Pearls—1/2 page, color  
Krementz Jewelry—1/4 page
- April 10 Elgin Watch—page  
Artcarved Diamond & Wedding Rings—1/2 page
- April 17 Hickok Men's Jewelry—1/2 pg., c.  
Girard-Perregaux Watches—1/2 pg.  
Telechron Clocks—1/2 page  
Westclox—1/2 page  
J-B Watch Bands—1/4 page
- April 24 Swiss Federation of Watch Manufacturers—page, color  
Artcarved Diamond & Wedding Rings—1/2 page  
Keepsake Diamond Rings—1/2 pg.

## SILVERWARE

- April 3 Holmes & Edwards Silverplate—page, color  
Reed & Barton Silverware—1/2 page, color
- April 17 1881 Rogers Silverplate—pg., c.  
Holmes & Edwards Silverplate—page, color
- April 24 1847 Rogers Bros.—page, color



# LIFE promotion at work!



**3. Mr. Wickliffe demonstrates** the merchandise with the result that not one major appliance was sold . . . but *four*! No wonder he tells us that, "The results obtained from this store-wide LIFE tie-in were most gratifying and we would like to have a promotion of this type again at a later date."



**4. Happy ending!** Mrs. Freeman wrote us: "I guess our reading of LIFE really benefited Mr. Wickliffe. For when we saw his LIFE display we decided to stop and have a look. After demonstrations our minds were made up. We bought the appliances there and we think they're wonderful!"

## CAMERA SUPPLIES

- April 3 Eastman Kodak—page, color
- April 10 Ansco Film—page
- Graflex Camera— $\frac{1}{4}$  page
- April 17 Ansco Film—page
- Graflex Camera— $\frac{1}{4}$  page
- Polaroid—190 lines

## SMOKING REQUISITES

- April 10 Zippo Lighter— $\frac{1}{2}$  page
- Ronson Accessories— $\frac{1}{4}$  page
- April 17 ASR Lighter— $\frac{1}{4}$  page
- April 24 Zippo Lighter— $\frac{1}{4}$  page
- Pelican Lighter—28 lines

## SPORTING GOODS AND TOYS

- April 3 Chicago Roller Skates— $\frac{1}{4}$  page
- Whizzer Motor Bike— $\frac{1}{4}$  page
- April 24 Harley-Davidson Motorcycles— $\frac{1}{4}$  page
- Airex Fishing Equipment— $\frac{1}{4}$  pg.

## STATIONERY REQUISITES

- April 3 Robert Murray 4-color Pencil— $\frac{1}{4}$  page
- April 10 Parker "51" Pens—page, color
- April 17 Eversharp Pen—page, color
- Sheaffer Pen—page, color
- Smith-Corona Typewriter—pg., c.
- April 24 Wearever Pen—page
- Eagle Rule Ruler—28 lines

It may be unusual to sell four appliances to one family in a single sale but it is not unusual for LIFE to move merchandise . . . and move it fast!

Feature the products you sell in your store, put LIFE to work right now for extra sales . . . extra profits!



LIFE, 9 Rockefeller Plaza, New York 20, N. Y.

IT MAKES THEM SAY:



## BIG 16-INCH STROMBERG-CARLSON TELEVISION

No doubt about it! Your customers want big pictures. They want outstanding performance. And they want fine cabinetry.

You have all three in these new 1950 Stromberg-Carlson 16-inch models. Picture size that will be the 1950 leader. Unparalleled performance that comes only from the exclusive Stromberg-Carlson tuner. Cabinetry that adds distinction to any room.

Yes, here are two new 16-inch big-picture receivers . . . a table model . . . a full-size console . . . at prices that really say "VALUE!"

•THERE IS NOTHING FINER THAN A

## STROMBERG-CARLSON

Stromberg-Carlson Company, Rochester 3, N.Y. — In Canada,

Stromberg-Carlson Co., Ltd., Toronto

\*Plus excise tax. Slightly higher in South and West.



### THE MERCURY

Enormous 16-inch "black" rectangular tube. Exclusive Stromberg-Carlson tuner for clearest, steadiest picture. Keyed automatic gain control. Tone control. Built-in "Telatenna." Phonograph jack. Underwriters approved. Contemporary cabinet in ribbon-striped mahogany veneers . . . . . **\$295.00\***  
In blond avodiré veneers . . . . . **\$310.00\***



### THE PROVINCIAL

New Hi-Contrast 16-inch "black" tube. Exclusive Stromberg-Carlson tuner. Keyed automatic gain control. Built-in "Telatenna." Powerful 12-inch speaker. Tone control. Phonograph jack. Underwriters approved. Full-size French Provincial cabinet in Honduras mahogany veneers . . . . . **\$369.95\***  
In blond avodiré veneers . . . . . **\$389.95\***

# News

## January Production Holds At Fourth Quarter Levels

**TV manufacturers break records again; refrigerator output up 100,000 units above December**

THE first 1950 radio and appliance production figures became available last month and it was immediately apparent that most segments of the industry were holding close to or passing the manufacturing levels established in the final quarter of 1949. Several products showed increases over January of 1949 and almost all were above December, 1949, figures.

Television continued breaking its own records, the January total of 335,588 units running ahead of any month last year with the exception of November, which was a five-week period. The January mark was 176.8 percent ahead of January, 1949, and was over ten times as great as the January 1948 figure of 30,001.

Washer production for January

was above that for the last month of 1949 and considerably ahead of January, 1949. Vacuum cleaners were also ahead of January, 1949, while refrigerators moved sharply up from December figures.

**Washer Figures.** The nation's washer manufacturers turned out 275,576 units in January, about 40,000 better than December of 1949 and 59.85 percent better than January a year ago.

Ironer production was up slightly from December levels but was 28 percent behind January, 1949. Production for this January was estimated at 20,300 units, 8,000 fewer than the same month last year.

Industry estimates on dryer production are available for the first time this year and no comparison with previous figures are, therefore,

available. January production was reported as 19,495 units.

**Other Appliances.** Refrigerator production moved sharply upward in January after having dipped to 1948-49 lows in November and December. The industry turned out 375,856 units in January, a gain of over 100,000 from December but still 5.16 percent behind January a year ago.

Range output went up also in January, 97,925 units being produced. This was 20,000 better than December and 37,000 better than

November but still 10.91 percent behind January of a year ago.

Vacuum cleaner production stood at 249,150 units, slightly below the final months of 1949 but 8.91 percent ahead of January a year ago.

**Radio and TV.** Average weekly production of TV sets during January reached 83,897, an increase of 15 percent above the December average and eight percent above the average of the final quarter of 1949.

Radio production remained at about the fourth quarter level with 660,195 sets reported.

## Thor Trims Dealer Lists to Make Its Franchise More Profitable

**Mass distribution called "detrimental" by Hurley as he outlines new policy**

Convinced that mass distribution method of selling is "definitely unsound and detrimental to the entire major appliance and radio distributing picture", Thor Corp. has announced plans to cut its total number of dealers from 20,000 to a "highly selective" 7,000 during 1950.

The move is one step in a drive to make the Thor franchise a highly prized and profitable asset to the selected dealers. The firm has announced that it will back the new dealer organization with advertising and sales promotion outlays totaling \$1,750,000, largest in its 44-year history.

John R. Hurley, Thor's president, said he is convinced that the new program will materially improve the sales volume of the firm as well as that of dealers retained in the program.

**Background.** Mr. Hurley pointed out that mass distribution was created by conditions artificial to a normal specialty merchandising structure. Postwar demand from both old and new dealers was so great and the opportunity to sell without effort so insistent that manufacturers and distributors could not resist the pressure, he explained.

Mr. Hurley said that conditions have deteriorated to a point where approximately 80 percent of the nation's total major appliance volume comes from only 25 percent of the

dealers. Existence of so many dealers "in name only" has often led to price chiseling, neglect of proper sales effort, disregard for service and resulting breakdowns of customer relations.

**The New Set-up.** Under the selective dealer plan Thor will be in a better position to plan and carry out its policies, sales promotions will be of higher quality and advertising will be increased and better scheduled because the firm will know the dealers "will merchandise the ads and promotions to the utmost", Mr. Hurley explained.

Additional benefits to the dealers, he said, will be the availability of more concentrated attention and sales assistance from Thor and its distributors; fewer competing dealers in a given trading area will allow each retailer adequate potential markets.

**Advertising Plans.** Thor will use full and one-half page insertions in leading consumer magazines as well as ads in 143 newspapers in 115 cities. The entire advertising and sales promotion program will be built around five big promotions during the year.

Included in the new sales promotion program will be a store layout planning service, new outdoor identification signs, neon window signs, point of sale displays, sales training programs, demonstration models and kits. Market studies of each sales territory will be made.

### HONORED FOR FILM



**SPEAKING UP FOR FREEDOM** earned Kelvinator division of Nash-Kelvinator Corp. this gold medal from Freedoms Foundation, Inc. Accepting the medal, awarded for Kelvinator's production of a documentary film, "Of This We Are Proud," is Charles Coward, Kelvinator merchandising manager, left. Kenneth Wells and Allen Crow, officers of the Foundation, congratulate Coward.



# ***YOU'VE GOT EVERYTHING***

**when you handle this complete**



**MRS. A** and her husband are planning a new home. In her kitchen Mrs. A wants everything new—including a sink complete with electric garbage disposal and automatic dishwasher.

**You've got it . . .** in the complete General Electric Sink with built-in Automatic Dishwasher and Disposall.\*



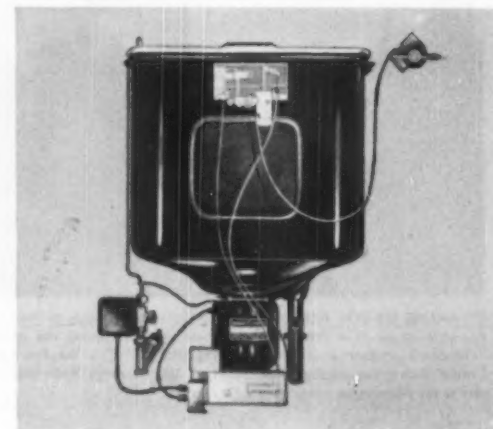
**MRS. B** has a nice modern kitchen in her home, but wants to add an electric dishwasher in a cabinet of its own. Have you got one?

**You sure have . . .** if you carry the G-E line. What you sell Mrs. B is the General Electric Automatic Dishwasher, cabinet model.



**MRS. C** is having a tailor-made remodeling job done in her kitchen. She wants an electric dishwasher, but it has to be fitted into the counter the architect designed. Are you stuck?

**Far from it.** The General Electric line includes a "drop-in" model Automatic Electric Dishwasher, which is simply the dishwasher chassis without cabinet. That's what you sell Mrs. C.



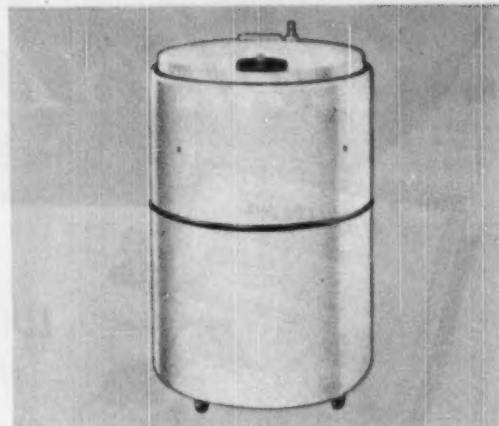
# ...**FOR EVERYBODY**...

## G-E Dishwasher-Disposall line



**MRS. D** lives in a rented home, but wistfully asks if there's any way she could enjoy dishwashing by electricity.

She certainly can. You sell Mrs. D the brand-new General Electric Portable Dishwasher, with the same big capacity as the automatic units, yet requiring no installation. It can be rolled up to the sink easily for loading and operation; she can take it with her if she moves.



**MRS. E** is sold on electric garbage disposal, but when you go out to look the job over, you find that the drain connection is a bit high. Are you out on a limb?

No, indeed. The General Electric Disposall comes in two models that, between them, can take care of almost all situations. Mrs. E gets the unit with the higher drain connection.



**General Electric has the only really complete line for covering the market for Electric Sinks, Dishwashers, and Disposalls.**

*And remember, 53% of all women prefer General Electric appliances over the appliances of any other manufacturer.*

General Electric Company, Appliance and Merchandise Department, Bridgeport 2, Connecticut.

**You can put your confidence in —**

# GENERAL ELECTRIC

# → *What to Look for in an Automatic Clothes Dryer Franchise*



## LOOK FOR NAME— PRODUCT— SALES PROMOTION!

**NAME.** "Hamilton" is the oldest and best known name in the clothes dryer industry. Women recognize it for quality, dealers recognize it as a profitable franchise.

**PRODUCT.** The Hamilton Automatic Clothes Dryer is the original, the leader since the first dryer was introduced in 1936.

**SALES STORY.** Hamilton dealers have an unlimited, virtually untouched market. Only one woman in 200 has an automatic dryer. Here is SALES OPPORTUNITY!

**ADVERTISING.** The Hamilton Manufacturing company has the biggest, most powerful campaign in its history running in 1950. We're really selling dryers with the current, great "BADGE OF A DRUDGE" campaign in America's greatest national magazines!

**HAMILTON MANUFACTURING COMPANY.** Since 1880 this great company has made a wide line of great products. Success stories of the men who sell the Hamilton Automatic Clothes Dryer are bringing more and more dealers to the Hamilton Franchise.

**HAMILTON MANUFACTURING COMPANY, TWO RIVERS, WISCONSIN**  
In Canada the Hamilton Dryer is known as the Colfield Hamilton Automatic Clothes Dryer, and is distributed by Colfield Washer Co., Hamilton, Ontario

## WOMEN WANT *Hamilton* DRYERS!

- ✓ Dries clothes fast as they can be washed
- ✓ Dries clothes indoors where they are washed
- ✓ No more carrying heavy baskets of wet clothes
- ✓ No more nuisance of clothespins and clotheslines
- ✓ Dries clothes fluffy, fresh and sweet
- ✓ Dries clothes ready to iron or put away
- ✓ Dries clothes in minutes instead of hours
- ✓ Puts an end to the "weather" problems of outdoor drying
- ✓ Exclusive SUN-E-DAY ultra-violet lamp kills air-borne bacteria

*Don't Wait!...  
Get Details Today!*

See your distributor today or write direct for details on what the Hamilton Automatic Clothes Dryer franchise will do for you!

The World's First  
Completely Automatic  
Clothes Dryer

**Hamilton**  
TRADE MARK REG. U. S. PAT. OFF.  
*Automatic* CLOTHES DRYER  
Gas and Electric Models



## Western Dealers Gather at San Francisco Market



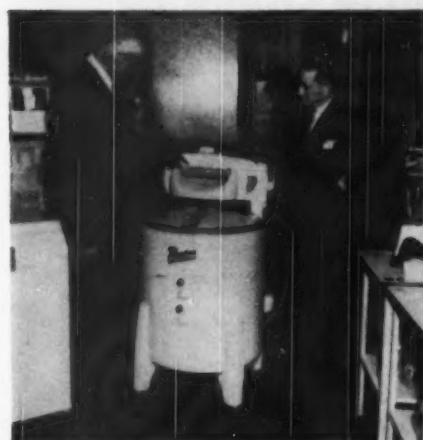
**OLD TIMERS** in appliance distributing, George Dickie, left, and J. T. Templeton, executives with H. R. Bashford Co., talk business with R. P. Lewis, right, Whirlpool western manager.



**DISTRICT MANAGER** V. E. Koch runs through his demonstration on a Hotpoint ironer for the benefit of dealer S. E. Losher of Modesto, left. In the rear Hotpoint's Scaife and Sorenson kibitz.



**CABINETS STYLED** for western homes grace the Tele-tone sets distributed in California by Wood-Cies. Cabinets are built in Los Angeles; chassis are shipped from East.



**BIG MARKET** for wringer washers is discussed by V. E. Dunn, president of Appliance Mfg. Co., Alliance, Ohio, as he visits with newly-appointed manufacturer's representative O. B. Wilt, right.



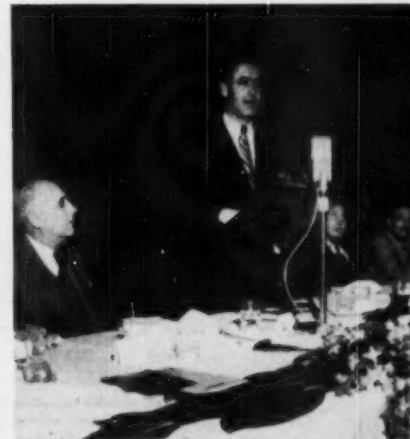
**BIG SPACE** for little money is sales pitch of H. A. Hendricks of Kelvinator, Oakland, left, as he shows a 12 cu. ft. Kelvinator to dealer Doug Barnham of the Andrew Williams Appliance Center, Oakland.



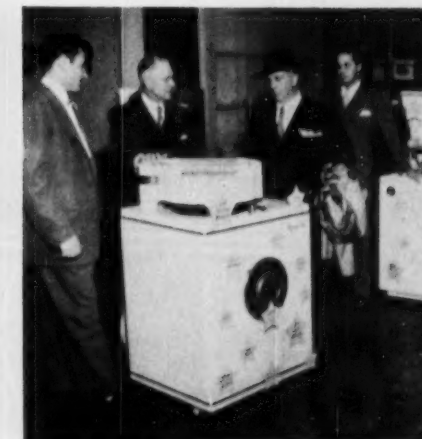
**NEW PRODUCT**, a drawer-style automatic dishwasher by Westinghouse, made its debut at San Francisco. Christine Dent, Westinghouse home economist, shows it to E. A. Nickelson, California-Pacific Utilities Co.



**LOTS OF QUERIES** about Universal's select-a-range units are answered by Floyd E. Bartley, northern California district manager. Doing the questioning are Mrs. W. W. Sharp of Saratoga and Mrs. Emma Knowles, San Jose.



**PRODUCTION** of 4,000,000 TV sets in 1950 will require intensive retail selling, Jack Otter, sales manager of Philco told dealers at the annual Western Radio-Television and Appliance Trade Dinner during western market week.



**WRINGER FROM WASHER** tub surprises the Max Bellings, Junior and Senior, as Otto Rothlin, center, demonstrates the Automatic washer. In the background with his hand on an Orley freezer is distributor Paul Rice.

# Now 3 NEW 16"



## BLACK-DAYLIGHT TELEVISION

FEATURING THE NEW SUPER 16"  
RECTANGULAR TUBE!



Model 16T1—16" rectangular tube. Superb, hand-rubbed genuine mahogany veneered table model. Excellent contrast, depth, detail. **\$279.95\***  
Built-in antenna.

Also in blond Korina—  
Model 16T2 \$279.95\*



Model 16C115—16" rectangular tube. Exquisite cabinet of genuine mahogany veneer, with smartly styled doors. Swivel casters for adjusting to any viewing angle. Built-in antenna. 17" G-E Dyna-**\$299.95\***  
power speaker.



Model 16C110—16" rectangular tube. Hand-rubbed genuine mahogany veneered cabinet with swivel casters—adjusts to any viewing angle. 12" G-E Dyna-**\$299.95\***  
power speaker. Built-in antenna.

Also in blond Korina—  
Model 16C111 \$299.95\*

# RECTANGULARS

PLUS G.E.'S

*Great new 12½" value!*



**Model 12T7**—New 12½" black tube table model. Beautiful cabinet of matched mahogany veneers. Built-in antenna. Automatic Sound. Like all G-E sets, Underwriters' Laboratories Approved.

**\$199<sup>95</sup>\***

**T**HEY'RE new . . . beautiful . . . General Electric's latest! 3 great new G-E Black-Daylight television models with the amazing 16" rectangular tube of the future—in the most exquisite cabinets that ever caught a customer's eye! Plus a sensational new 12½" G-E Black-Daylight television model at \$199.95\*—our lowest price in history! All bringing you the industry's strongest selling point—*TV's finest picture, greatest eye comfort!* And for the "cream" market a giant 19" tube deluxe console. What a line! It's backed up by hot-as-a-pistol displays, counter cards, window streamers, folders, ad mats beyond anything you've ever seen. Grab the phone, call your G-E TV distributor or the General Electric Company, Electronics Park, Syracuse, N. Y.

**\$199<sup>95</sup>\***

\* In East. Plus tax, installation and picture tube protection plan.

## NEW, LUXURIOUS, GIANT 19" CONSOLE!

**Model 19C101**—You've never sold a more elegant console—big-as-life picture. Superb, hand-rubbed, genuine mahogany veneered cabinet. Full-length doors of matched swirl graining. 19" round tube. Built-in antenna, 12" G-E Dyna-power speaker. **\$550<sup>00</sup>\***



*You can put your confidence in—*

**GENERAL**



**ELECTRIC**





American Beauty electric irons are made in weights, shapes and sizes for household as well as every industrial and manufacturing use. Weights vary from 3 to 24 pounds.



The new Lightweight is a "Thermoscope Type" American Beauty electric iron. With soleplate of aluminum-alloy and thermostat quickly responsive to temperature needs, it has as well the "Thermoscope."

The "Thermoscope" registers through its dial in fabric terms—Rayon, Silk, Wool, Cotton, Linen—the operating temperature of the ironing surface.

Like the automobile speedometer, which registers speeds resulting from operation of the accelerator, the "Thermoscope" shows the operating heats resulting from control-lever adjustment to right or to left for higher or lower heats. It is a reliable guide that tells through its dial when the heat is right for the work at hand.

B40-M

ESTABLISHED 1904  
AMERICAN ELECTRICAL HEATER COMPANY  
DETROIT 2, MICHIGAN

## G-E Launches Unique Circus Stunt To Introduce New Refrigerators

Magnetic doors on new models eliminate necessity for any latching mechanism

General Electric last month revealed the details of an ambitious promotion designed to draw attention to its newest refrigerator, a combination model with magnetic doors which eliminate the need for latching mechanisms.

The promotion centers around a 60-piece cardboard circus giveaway which G-E retailers will offer to children who bring their parents into the store. The circus includes a "big-top" tent with animated ringmaster, a merry-go-round with wheel of fortune, animated wagon, animals, sideshow freaks, clowns, acrobats, a wild west show and a pop-up sideshow.

To introduce the promotion to distributors, G-E staged an elaborate "circus" of its own with sales personnel appearing as barkers, ringmasters, clowns, and vendors. The same show has been used by many of the company's distributors in introducing the promotion to dealers.

To insure follow-through by retailers and distributors on the promotion, General Electric has announced three contests built around sales and displays of its refrigeration line and a fourth on sales of its home freezers.

**The Product.** Secret of the new refrigerator door is a series of small G-E Alnico-permanent magnets imbedded in the doorsealing gasket. Since this magnetized gasket is attracted to the steel refrigerator cabinet, it holds the door firmly shut, forcing the gasket against the liner to form a tight seal.

Each of the refrigerator's two doors has a simple pull handle for opening the compartments; a foot-pedal also opens the fresh-food compartment.

Other new features include "roll-drawers"—vegetable and fruit bins that glide on three rollers—and a "redi-cube" tray whose newly designed dividers hold cubes in place in the grids until desired.

**The Promotion.** To capitalize on the appeal of the circus giveaway, G-E has made available window and interior displays which incorporate the circus atmosphere. Circus letterheads are available for direct mail advertising.

The biggest of the sales contests on refrigerators—with awards based on sales of refrigerators and effective use of the circus promotion—will pay off with a three-day all expense trip for 120 distributors and dealers during the summer. One day will be spent at the company's Erie, Pa., plant while the remainder of the time will be spent in a metropolitan or resort area yet to be decided upon.

Over \$1500 in U. S. Savings Bonds will be awarded as prizes in each of the remaining two contests; one is based on the best window display built during April and May. Writers of the best "success stories" describing successful sales pitches will receive prizes in the other.

Still a fourth contest is being run by the company's household refrigerator division during the spring. A "Meet the People" home freezer sales contest will open on May 15 and close on June 30. The 120 winners in this competition will be guests on the three day trip given winners in the circus contest.

(PICTURES ON PAGE 129)

### Television Award



ACCEPTING GOLDEN statuette awarded for sponsoring best "woman's television program" emanating from Chicago is Hilliard Graham, right, of Hyland Electric Supply Co. Looking on as Robert Kubicek, editor of *Television Forecast*, presents the trophy is Jerry Rosenthal, also of Hyland.



## 5 Reasons why LYON Steel KITCHENS are easier to Sell at a Profit



■ **National Advertising**—a continuing campaign in *HOUSE & GARDEN*, *HOUSE BEAUTIFUL*, *BETTER HOMES & GARDENS* and *AMERICAN HOME* to reach your prospective customers.

■ **Complete Selling Program**—Direct Mail Material, Posters, "View Masters" which show actual installations in 3-dimensional full color.

■ **Product Features**—exclusive selling points which are attractive to women customers and

easy to demonstrate in your showroom.

■ **Factory Cooperation**—a LYON man as near as your telephone. District offices and representatives in principal cities are responsible for serving LYON dealers.

■ **Direct-to-dealer Prices**—the advantage of buying direct at prices based on volume production. Shipments made from strategically located warehouses.

*Write* today for up-to-date information about the LYON Kitchen Cabinet Dealership.

A PARTIAL  
LIST OF  
**LYON**  
PRODUCTS

**LYON METAL PRODUCTS, INCORPORATED**  
General Offices: 421 Monroe Avenue, Aurora, Illinois  
Factories: AURORA, ILL., YORK, PA., CHICAGO HEIGHTS, ILL.  
Sold Nationally through Factory Branches and Dealers

- |                        |                     |                   |                    |              |                |                     |
|------------------------|---------------------|-------------------|--------------------|--------------|----------------|---------------------|
| • Shelving             | • Kitchen Cabinets  | • Filing Cabinets | • Storage Cabinets | • Conveyors  | • Tool Stands  | • Flat Drawer Files |
| • Lockers              | • Display Equipment | • Cabinet Benches | • Bench Drawers    | • Shop Boxes | • Service Cups | • Tool Trays        |
| • Wood Working Benches | • Hanging Cabinets  | • Folding Chairs  | • Work Benches     | • Bar Racks  | • Hopper Bins  | • Desks             |
| • Economy Locker Racks | • Welding Benches   | • Drawing Tables  | • Drawer Units     | • Box Units  | • Parts Cases  | • Stools            |
|                        |                     |                   |                    |              |                | • Revolving Bins    |

**FOR YOU THROUGHOUT 1950**

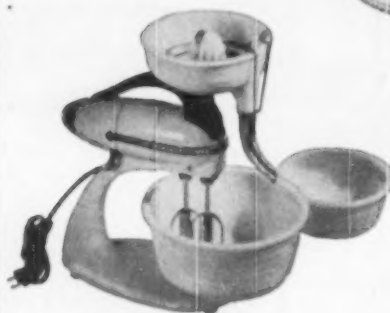
# BIGGER PROFITS ARE in the great 25<sup>th</sup> Anniversary *Silver*

**Prepare for  
Mother's Day...**

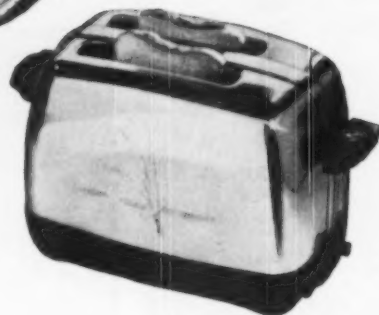


**your greatest profit opportunity  
in May!**

Display and feature these beautiful  
K-M appliances for faster, easier sales  
...and for a bigger share of profitable  
Mother's Day gift buying!



**K-M Power Mix**



**K-M Pop-Up Toaster**



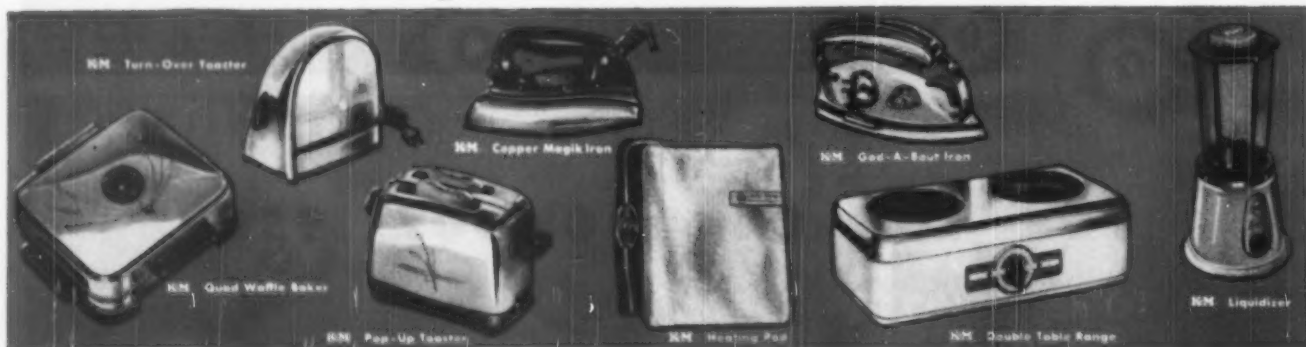
**K-M Quad Waffle Baker**



**K-M Copper Magik Iron**



**K-M Liquidizer**





# RACING YOUR WAY

## Anniversary Year



**ANOTHER  
SENSATIONAL**



*Silver  
Anniversary  
Special*

### The **K-M** Koldair WINDOW FAN!

Outstanding buy of this or any year! Big, 16" window fan, famous **K-M** quality, strongly built for years of service . . . with features usually found only in fans retailing at 75% more! Lowest price ever for a fan of this kind! Stock up now — it's sure to sell and sell fast, all through the warm weather!

Fan has powerful single-speed motor . . . aluminum blades, high velocity design . . . heavy-gauge steel wire safety guard . . . fits window opening from 27" to 33". Delivers 1500 cu. ft. of air per minute. Striking rose-amber metallic enamel finish. Listed by Underwriters' Laboratories.

**29<sup>95</sup>**

**Greatest consumer value ever offered in a window fan! A real leader!**

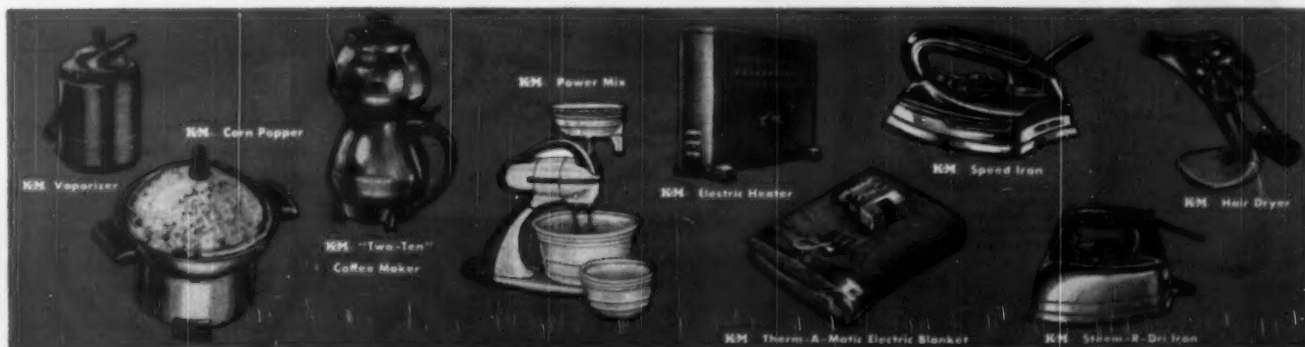
**Knapp **K-M** Monarch**

ST. LOUIS 16, MO.

**K-M** Appliances also manufactured in Canada

World-Wide Distributors  
Philco International Corp., 50 Broadway, New York

Exclusive Distributors in Canada  
Crown Electrical, Brantford, Ontario



# Dealers • • • Distributors ATTENTION!

## BIG NEWS

for '50



**NEW Prices!...NEW Models!  
NEW Profits!**

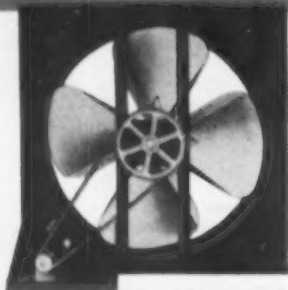
**FOR THE BEST IN EITHER HORIZONTAL OR VERTICAL  
FANS, IT'S THE SILENT BREEZE "GOLD SEAL"**



The Silent Breeze "Gold Seal" is the most versatile fan on the market today. It is perfectly engineered for either horizontal or vertical installation. Fan and motor "lubricated for life". Completely automatic ceiling shutter and time control optional. Designed for quick, easy installation. In all sizes for homes, business houses and factories. A big profit maker because Silent Breeze "Gold Seal" moves fastest from your floor. Order NOW!

**REDUCE YOUR INVENTORY, STOCK ONE FAN FOR HORIZONTAL OR VERTICAL  
INSTALLATIONS • ORDER THE SILENT BREEZE "GOLD SEAL" TODAY!**

**FOR THE BEST AT A SAVING IT'S  
THE VERTICAL SILENT BREEZE "STANDARD"**



### 24" WINDOW FAN



An amazingly compact, marvelously efficient "over the counter" item. Light in weight, it can be installed by the purchaser. Extends only 3 1/2" from window sill. Two-speed switch. Sturdy, dependable, it is a fast selling item for small homes and apartments.  
**ORDER NOW!**

The Silent Breeze "Standard" is a fan of equal quality to the "Gold Seal". It moves the same amount of air but is designed for vertical installation only and has a sleeve bearing motor, which requires occasional lubrication. Stocked with these two exceptional lines you can successfully sell against both quality and price for any type of installation. ORDER NOW!

**SILENT BREEZE... A sensation in  
ventilation with a sensational plan for you!**

- **JOBBER!** Stock up NOW... pay LATER!
- Revolutionary new prices will amaze you.
- An aggressive, new merchandising policy.
- Stock the Silent Breeze line NOW... and put your profits "in the bag for '50"!

**DEALERS... Contact your jobber or write us for  
jobber in your territory**

**Silent Breeze**  
VENTILATING FANS

**HOLCOMB & HOKE MFG. CO., Inc.**  
1545 VAN BUREN ST., INDIANAPOLIS 7, INDIANA

## Zenith Will Test Phonevision Plan

The Federal Communications Commission has authorized Zenith Radio Corp. to conduct a limited commercial test to determine public acceptance and use of Phonevision, Zenith's method of broadcasting movies and/or other entertainment for a fee in the home.

According to Commander E. F. McDonald, Jr., Zenith president, the test will provide an answer to the twin questions of whether the public will pay for good movies shown via television in their home and how frequently they will pay \$1 per feature for such service.

Mr. McDonald sees Phonevision as an answer to the production costs of top television entertainment and as an answer to the loss of revenue at theater box offices due to television.

Each of the 300 selected Chicago homes will be supplied with a TV receiver equipped to receive Phonevision broadcasts. Sets not equipped with this device will receive only blurred, jittery pictures on the Phonevision channel. When one of the 300 families wants to see a Phonevision feature, a call to a Phonevision operator will allow them to have their specially equipped set "tuned in." Without this code signal, their TV sets will receive only the same blurred picture on that channel as do all other TV receivers.

## Watch That Lottery

Contests designed to find the owner of the oldest refrigerator or washer in a specific area may, under certain circumstances, involve a lottery, the National Better Business Bureau warned retailers recently.

If the consumer is merely required to register his product by year and model number on a card available at the dealer's store and is not required to make a purchase or witness a demonstration, no lottery is involved.

If a purchase must be made the plan involves "consideration" and "chance" and is a lottery.

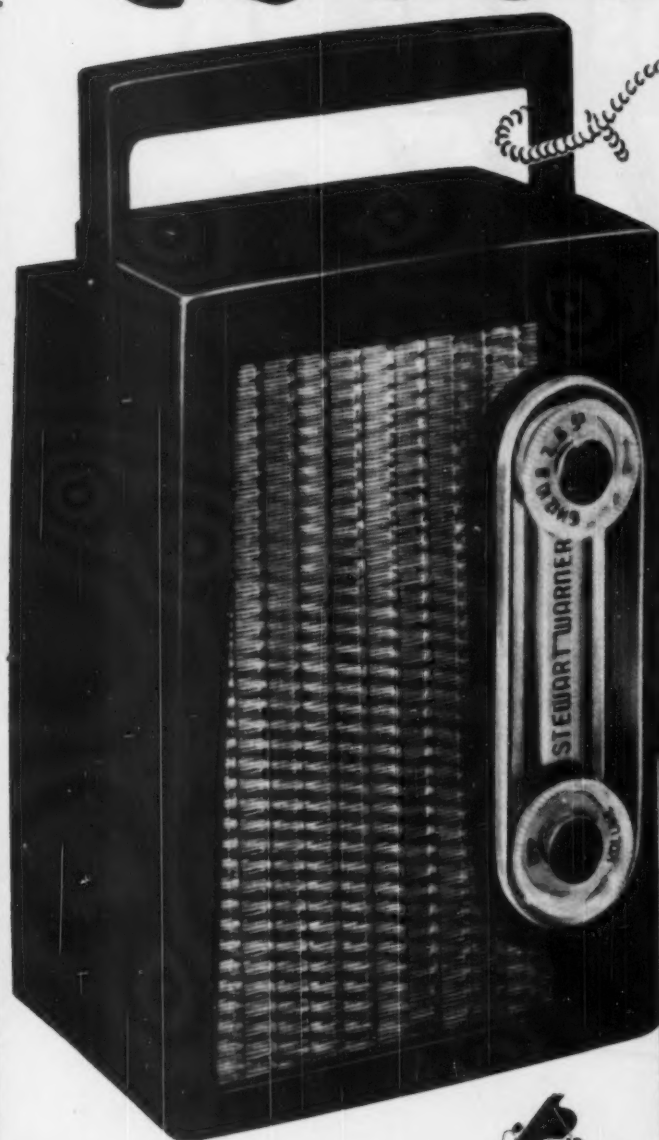
"Consideration" may be present even though no purchase at the store is necessary. If the newspaper advertising contains a coupon to be filled in, the Post Office department feels that the purchase of the paper constitutes "consideration". That's true even if the ad stipulates that entries may be made on any piece of paper.

## Canadian Washer Group Elects Randall, Pearce

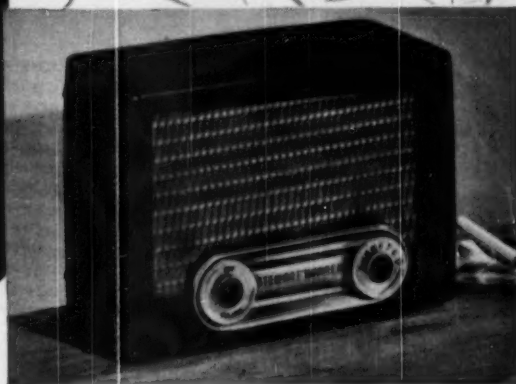
S. J. Randall, president and general manager of the Easy Washing Machine Co., Ltd., has been elected president of the washing machine division of the Canadian Manufacturers' Assn. Elected vice-president was C. B. Pearce, manager of the laundry equipment section, appliance sales division, Canadian Westinghouse Co., Ltd.

# Terrific!

It's **2**  
Radios for the  
Price of **1**



*A thrilling Portable  
tuck handle in -  
a stunning Table Radio!*



Now you can offer two  
radios for the price of one  
—and still earn your full  
profit! Sell it as a Portable!  
Sell it as a Table Radio! The  
"Turn-about" is both a  
Personal Portable and beau-  
tiful Table Radio—ALL in  
one compact, lightweight  
unit! A sensational per-  
former! Simply tuck handle  
in, turn unit on side—and it's  
a lovely table model! Rich  
forest green case with  
brushed gold control panel!

3 Way Power Supply—  
AC, DC, and BATTERY

every Stewart-Warner Radio features famous



*"Concert Grand Tone!"*

See Your  
**STEWART-WARNER**  
DISTRIBUTOR—*Today!*

STEWART-WARNER ELECTRIC • Division of Stewart-Warner  
Corporation • 1926 Diversey Parkway, Chicago 14, Illinois



**Deluxe Table Radio**  
Biggest AM Radio value today!  
Tops in performance and tone.  
Stunning Black, Brown, or  
Brown and Ivory plastic! Last  
word in modern design!



**FM-AM Table Radio**  
Outstanding style in Brown and  
Ivory plastic! Outperforms all  
competitive models. Phone-jack  
connection. Top mark-up, too!



**All-Purpose Portable**  
Performs anywhere — AC, DC  
and Battery! The only portable  
with self-charging dry-battery  
feature! Smart leather-grained  
case—brown or black!



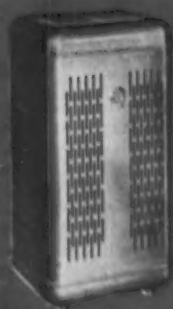
# GAS OR OIL..

YOU WON'T HAVE TO  
PASS UP ANY PROSPECTS WITH

# *EVANS*

Evans "firsts" have made Evans a leader because they are real sales advantages that home owners want. Evans pioneered home heater features like: compact, console styling— $2\frac{1}{2}$  times more heat at floor level than any other heater—down-flow principle of air circulation, and the horizontal heat chamber. Evans pioneered furnace features like the ductless warm air furnace—the three-in-one furnace

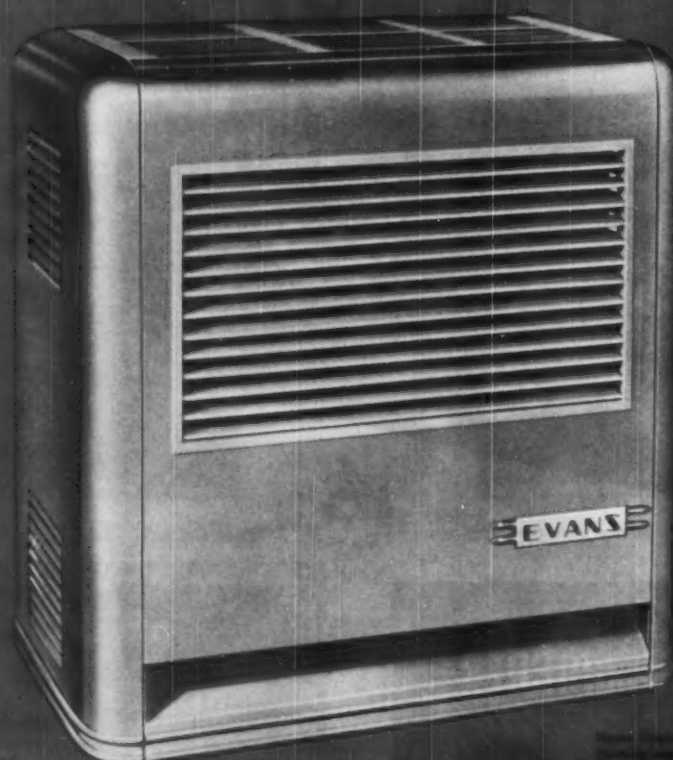
—all these features proved their value in hundreds of thousands of sales, and in satisfactory installations. Now, Evans gives you gas-fired as well as oil-fired units. Gas is becoming a strong competitive factor in many home areas. With Evans you are ready for gas now, or when it comes to your territory. You can depend on Evans to keep you out in front of competition.



Home Heater  
Heating capacity  
Oil-burn—21,000 Btu



Home Heater  
Heating capacity  
Oil-burn—21,000 Btu  
Power optional

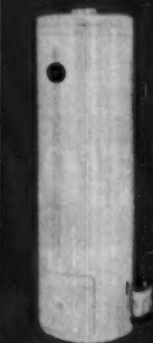


Home Heater  
Heating capacity  
Oil-burn—21,000 Btu  
Power optional

Evans  
Heating equipment  
Standard—\$2,500 24"  
Gas-fired—\$2,500 24"  
Gas-fired—\$2,500 24" input  
up to 100,000 Btu input



Evans Space  
Heating equipment  
Oil-fired—\$2,500 24"  
Gas-fired—\$2,500 24" input  
Gas-fired—\$2,500 24" input



Water Heater  
Available in 20, 30, and  
40 gal. sizes  
Up to 100,000 Btu input



Furnace  
Available in 20, 30, and  
40 gal. sizes  
Up to 100,000 Btu input

Evans Inc.  
Gas-fired—  
100,000  
Btu input

Evans Furnace  
Standard and water heater  
Heating equipment  
Oil-fired—\$2,500 24"  
Gas-fired—\$2,500 24" input  
Gas-fired—\$2,500 24" input



## AND FEW PROSPECTS WILL PASS UP THE MERCHANDISING MAGIC THAT **EVANS** HAS PACKED INTO ITS 1950 LINE

### COMPARE THESE COMPETITIVE SALES ADVANTAGES

#### OIL- OR GAS-FIRED UNITS IN ANY MODEL THAT THE DEALER'S CUSTOMER WANTS

No matter what kind home heating unit or what kind the dealer's requirements dictate, Evans can supply the need. Oil-fired or gas-fired—Evans has it—in space heaters, floor furnaces, water heaters, and furnaces.

#### EXCLUSIVE FEATURES THAT ANSWER THE DEALER'S PRAYER FOR SALES POINTS

No matter what line you carry, let sure you see the completely re-engineered and redesigned Evans line for 1950. In addition to the exclusive features that have been made standard equipment by Evans, be sure you see Evans new simplified functional 1950 styling. Be sure you see the revolutionary heat chamber that provides up to 200% more radiant heat than conventional chambers. Be sure you see the ingenious new Evans heat trap that saves fuel. Be sure to see how easy Evans units are to service. You'll know then why Evans is making it tougher for competition and more profitable for Evans dealers and distributors in 1950.

#### SHARP-PENCIL PRICES THAT GIVE THE DEALER SLACK TO WORK WITH

Every Evans home heater and furnace is competitively priced to meet the "sharp-pencil attitude" of today's buyers. Evans mark-ups permit top profit margins to the dealer. You can't help but make money with the product and price values Evans units offer.

#### VOLUME SELLING TACTICS THAT ARE PRACTICAL FOR AGGRESSIVE DEALERS

Evans increases mass production facilities to make possible low-cost, high-quality merchandising. The design, features, prices, and production quantities of Evans units are all calculated to encourage volume selling. Evans plans to concentrate on equipping the dealer with the most suitable merchandise on the market and on developing trading area sales policy wherever Evans units are sold.

#### LOCAL PROMOTIONS THAT PAY OFF FOR DEALERS

Evans has a known reputation for supporting its dealers with some outstanding merchandising and promotional programs. Evans promotions have effectively penetrated the markets where heating equipment is sold. They have always been designed to provide sales suggestions in your local territories. They are built around the customer benefits that you can demonstrate . . . that home owners want and need. Evans specialists talk the customers' language and give dealers **SALES POINTS**.

## 10,000 DEALERS HAVE CONSISTENTLY MADE MONEY WITH **EVANS**

### BECAUSE **EVANS** HAS CONSISTENTLY MADE IT TOUGH FOR COMPETITION

We have organized a new national distribution system based on high volume outlets in key home heater sales areas to better serve the dealer and the public. Many we now have. We still want new distributors in certain areas. Distributors that are properly financed; that hold leading positions in their territories; that have a strong dealer organization; that know how to promote and distribute merchandise in volume. To these organizations we offer a going business with public and dealer acceptance.

Ask any one of the more than 10,000 Evans dealers for the straight facts about the powerful consumer acceptance of the Evans product—features, styling, quality and reliability.

You can depend on Evans for originality in engineering and design that will give you the sales advantages you need to sell, the sales advantages that mean volume . . . and profits.



HEATING & APPLIANCE DIVISION

**EVANS**

PRODUCTS CO.

PLYMOUTH, MICHIGAN

# EVANS AIMS 100% FOR LEADERSHIP

# REVOLUTIONARY NEW DESIGNS!

## Handybreeze ... AMERICA'S GREATEST FAN LINE!

### A NEW IDEA... the 12-Inch Clearvue Window Ventilator! Sure-fire Seller IN YOUR STORE!

Here's a transparent combination exhaust and intake fan in one unit. Can be rotated in frame to be used for taking in fresh, cool outside air or reversed for blowing out hot, stale air. Easily installed with sliding panels at either end of ventilator adjustable with convenient thumb screws.

**Clearvue—The Window Fan That Doesn't Block Vision... Lets the sunlight in Lets you see out!**

#### Handybreeze 10-INCH CLEARVUE WINDOW VENTILATOR—MODEL 3330

Same features as Model 3332, except 10" blades. Air delivery—775 CFM; 50-60 cycles; 45 watts; AC only; UL approved.

**\$29<sup>95</sup>**  
Fair Trade Price

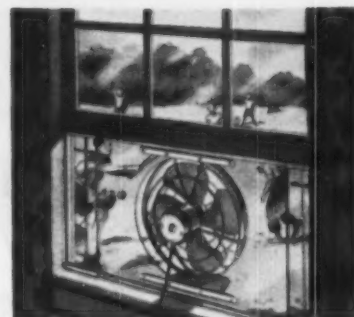
Heavy, durable plexiglas panel trimmed with shining stainless steel provides longlived, beautiful appearance from both inside and outside of window.

Air delivery—1000 CFM; 50-60 cycles; 60 watts; AC only; UL approved.

#### Handybreeze 10-INCH DUO-VENT WINDOW FAN—MODEL 3340

A 10" reversible window fan with all mechanical features of models 3332 and 3330. Heavy gauge metal frame equipped with sliding end panels for easy installation. Air delivery—775 CFM.

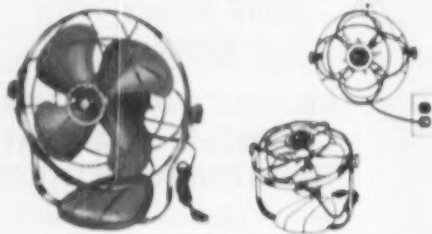
**\$19<sup>95</sup>**  
Fair Trade Price



#### Handybreeze 12-INCH DUO-VENT WINDOW FAN—MODEL 3342

12" reversible window fan in heavy gauge metal frame. Air delivery—1000 CFM; 50-60 cycles; 60 watts; AC only; UL approved.

**\$29<sup>95</sup>**  
Fair Trade Price



Model 3320  
**\$10<sup>95</sup>**  
Fair Trade Price

#### The Sensational New Handybreeze All-Purpose Fan!

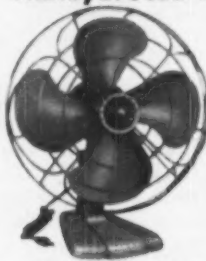
"Pin-up" wall fan, floor circulator and table fan—all in one! Easily adjusted to desired position by convenient knob at each side of cradle mounting. Wide area aluminum fan blades for extra power, ribbed for strength and beauty. 10" over-all diameter. Finish of frost gray with durable, chrome air-flow guard, plastic base. Air delivery—775 CFM; 50-60 cycles; 45 watts; AC only; UL approved.

#### Model 3308 All-Purpose—Small

Same as above except 8" blades. Air delivery—440 CFM. Convenient Wall Mounting Makes Handybreeze All-Purpose Fans Ideal For Homes With Children.

**\$7<sup>95</sup>**  
Fair Trade Price

### Handybreeze De Luxe Oscillating Fans



**\$21<sup>95</sup>**  
Fair Trade Price

**Model 3312. De Luxe 12-Inch Oscillating Fan**  
New fan blade gives most efficient air delivery. Oscillation adjustable from zero to 90°. Two speed switch has high, low and off positions. Frost gray finish with chrome air-flow guard. 6 ft. gray plastic cord with matching plug. Air delivery—1000 CFM; 50-60 cycles; 60 watts; AC only; UL approved.

**\$15<sup>95</sup>**  
Fair Trade Price

**Model 3310. De Luxe 10-Inch Oscillating Fan**  
Similar in appearance to Model 3312 except 10" blades, "on-off" switch, one speed. Air delivery—775 CFM; 50-60 cycles; 45 watts; AC only. UL approved.

De Luxe Handybreeze Pedestal Models Available. 10" \$24.95 — 12" \$29.95

### Handybreeze Special Fans—Low Priced

#### STANDARD 10-INCH OSCILLATING FAN—MODEL 3305

**\$12<sup>95</sup>**

Fair Trade Price

Adjustable oscillation. Convenient "on-off" switch. Finished in frost gray. Polished aluminum blades.

**\$17<sup>95</sup>**

Fair Trade Price

**SPECIAL 12-INCH OSCILLATING FAN, MODEL 3104**  
Adjustable for oscillation from zero to 90°. Two speed switch. Finished in buff brown wrinkle enamel with blades of matching smooth color.

**\$5<sup>95</sup>**

Fair Trade Price

#### STANDARD 8-INCH MODEL 3909-M

On-off switch. Frost gray finish. Non-oscillating.



See your Handyhot distributor Today, or write direct for details about the new and revolutionary Handybreeze fan line. Chicago Electric Manufacturing Company, Chicago 38, Illinois.

## Handybreeze Electric Fans

Chicago Electric Manufacturing Company, Chicago 38, Illinois

Makers of Handyhot Quality Electric Housewares



## General Electric Plays Circus

(Story on page 120)



RINGMASTER Jack Bryan whips out a pistol during his spiel at the elaborate "circus" staged by General Electric to introduce its new spring "Big Top" promotion.



FREE BALLOONS and peanuts put the audience in a circus mood. Pictures were taken at Erie, Pa., as G-E told its field representatives about the "Big Top" promotion.



A TIRED CLOWN tries his hand at putting together one of the 60-piece cardboard circuses, which are designed to draw children and their parents to dealers' stores.

ELECTRICAL MERCHANDISING—APRIL, 1950

## ALL NEW! TRAFFIC BUILDERS FOR ELECTRIC HOUSEWARES WEEK!

New products mean new markets! Here are four new Handyhot quality electric housewares for extra business in your store! Stock them for Electrical Housewares Week! Display them the year 'round. They sell themselves!

### 9 Out of 10 People are Prospects for These 4 Great New Products!

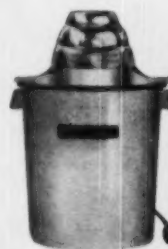
#### Handyhot DE LUXE JUICIT

(Approved by Sunkist)

New de luxe model! Oscillating strainer, extracts all the juice, all the health-giving vitamins. Easy to use, easy to clean. "On-off" switch. Handsome white plastic base. (Model with stationary strainer \$13.95.)

**\$19.95**

Fair Trade Price



#### Handyfreeze

ONE QUART ELECTRIC ICE CREAM FREEZER

Makes ice cream quickly, electrically, with ice cubes from the standard refrigerator! No lengthy preparations—smooth, old-fashioned ice cream! A quick, healthful treat for family or sudden guests. Extra freezing can (\$1.50) lets you store several flavors in refrigerator or home freezer ready for use. (4-qt. capacity freezer, \$21.75; 6-qt., \$26.75).

**\$16.95**

Fair Trade Price

#### Handyhot CORNPOPPER

Pops corn in cooking oils without stirring. No oils needed when removable agitator is used. Other uses: as utensil to heat soups, vegetables, makes candy, etc., and as deep fat fryer. Full heat resistant transparent glass cover. Popper bowl is of heavy gauge, polished aluminum. Cool black enameled wood handle. Stove can be used with coffee-maker, percolator or small pots and pans. Removable cord set.



**\$5.95**

Fair Trade Price



#### Handybreeze DIAL-AIRE CABINET FAN MODEL 3316

Beautifully styled to meet a variety of needs—as a floor model, as an end table or as a window fan (reverse for exhaust or intake use). Equipped with variable speed control so that any desired degree of air distribution may be obtained. Extremely powerful motor with heavy-duty four-vane fan blade. Deep pitch 16" over-all blade diameter. Beautiful mahogany plastic cabinet with convenient carrying handles.

**\$49.95**

Fair Trade Price

ELECTRIC HOUSEWARES—A BILLION DOLLAR OPPORTUNITY

## Handyhot

Quality Electric Housewares

Chicago Electric Manufacturing Company, Chicago 38, Ill.  
Makers of Handybreeze Fans

# INTRODUCING MR. BIG



QUICKLY  
INTERCHANGEABLE  
GRIDS

THE SQUARE  
INCHES COOKING  
SURFACE, OR, 20  
SQUARE INCHES  
OF WAFFLE



MODEL 1222  
Heavy Waffle  
Appliance Grill

\$16.95

Ultimate Appliance  
in the World

**Dominion's**  
TRADE MARK

## BIG NEW VALUE for a BIG MARKET

### COMBINATION WAFFLER and GRILL

To serve enough good food -- fast enough -- is a problem for most homemakers. This jumbo grill and waffle -- low-cost priced large, square waffle on the market -- goes far to provide the answer.

Handomely styled, lustrous chrome finish, sensitive heat indicator, heavy cast aluminum waffle grids -- these and other features make it a BIG value.

*A full line of electrical table appliances  
Available through reputable distributors across the nation*

**DOMINION ELECTRIC CORPORATION -- MANSFIELD, OHIO**



#### Scheduled Meetings

##### 16TH EEI SALES CONFERENCE

Edgewater Beach Hotel  
Chicago, Ill.  
April 4-6

##### NAT'L APPLIANCE SERVICE ASSN.

General meeting, election  
Detroit, Michigan  
April 12-14

##### SOUTHEASTERN ELECTRIC EXCHANGE

Annual Conference  
Greenbrier Hotel  
White Sulphur Springs, W. Va.  
April 12-14

##### APPLIANCE PARTS JOBBERS ASSN.

General meeting, election  
Hollenden Hotel  
Cleveland, Ohio  
April 20-22

##### 7TH JOINT CONFERENCE

Canadian-American RMA Boards of  
Directors  
Ste. Adèle on Haut, Quebec  
April 20-21

##### REFRIGERATION, HOME FREEZER AND FROZEN FOODS SHOW

Bureau of Radio & Electrical Appliances  
Balboa Park, San Diego  
April 27-30

##### CHAMBER OF COMMERCE

38th Annual meeting  
Washington, D. C.  
May 1-3

##### NASHVILLE ELECTRIC SHOW

Nashville Electric Service  
State Fair Grounds, Nashville  
May 8-13

##### PUBLIC UTILITIES ADV. ASSN.

National Convention  
Kansas City, Mo.  
May 11-12

##### PARTS DISTRIBUTORS SHOW

Hotel Stevens  
Chicago, Ill.  
May 22-25

##### CANADIAN INT'L TRADE FAIR

Exhibition Grounds  
Toronto, Ontario  
May 29-June 9

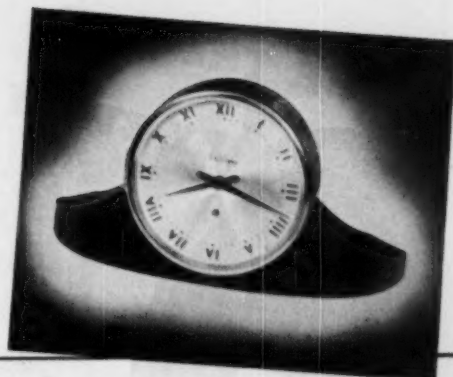
#### Package of Five Foods Used in Arvin Promotion

A "Charming Hostess" promotion on Arvin's Letric Cook which involves what is believed to be the first nationwide cooperative merchandising tie-up between an appliance manufacturer and a group of food processors will break this month. The "hostess" package which will be given to consumers who purchase a Letric Cook at \$24.95 will contain full size units of Kraft cheese, Swift's Prem, Duff's waffle and pancake mix and Log Cabin syrup. The premium will be available to dealers on a low-cost basis.

Advertising for the deal broke in the current issues of *Ladies Home Journal* and *Woman's Day*. A dealer promotion campaign is also underway.

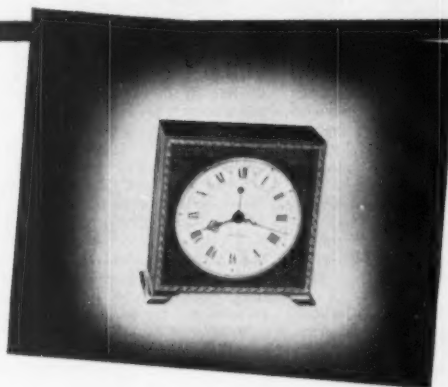


**NORTHBURY**—Here's an electric clock with full quarter-hour Westminster chime movement in mahogany cabinet. Numeral ring is in silver with etched numbers filled in black. Ht. 11"; wdt. 8 $\frac{5}{16}$ "—\$65.00\*\*

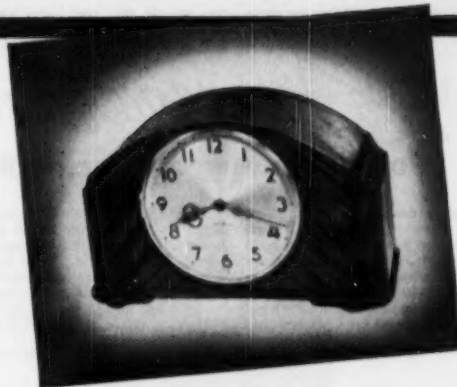


**DYNAIRE**—An electric time movement in cabinet of blond birch or rich brown mahogany finish. Smart, modern appeals to home-makers. Silver-finished dial; Roman numerals. Ht. 5 $\frac{3}{4}$ "; wdt. 10 $\frac{1}{4}$ "—\$16.50\*\*

# 4 <sup>New</sup> MORE MODELS by SETH THOMAS



**POISE**—Rare beauty in an occasional clock with mellow-toned electric alarm movement in rich mahogany case. Correct for living room or boudoir. Decorative gold trim. Ht. 5 $\frac{5}{16}$ "; wdt. 5 $\frac{1}{16}$ "—\$14.95\*\*

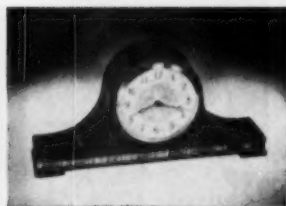


**SIMSBURY**—An electric clock with lingering quarter-hour Westminster chime movement. Brown mahogany cabinet; matched veneer front. Silver-finished dial. Ht. 8 $\frac{3}{4}$ "; wdt. 14"—\$57.50\*\*

TAKE a look at them. They're luxurious clocks... precision-made as only Seth Thomas® craftsmen know how to build them. They're electric, of course. They'll win many a second look in window, or on shelf or table. Now's the time to display them for Easter... and don't forget they're ideal gifts for Mother's Day, Father's Day, and June weddings ahead.

You'll see these and other dependable, top-quality electric Seth Thomas Clocks for every room in the home, and for every gift purpose, advertised extensively in prominent magazines. Tie in with this advertising. It's designed to help make more sales for you. Let your store be known as headquarters for Seth Thomas Clocks. You can always look to Seth Thomas for the finest in clocks.

**REMEMBER** sales-boosting "Electric Housewares Week"... April 14—22. Ask your distributor for details. Seth Thomas Clocks, Thomaston, Connecticut.



**LYNTON**—Amazing value at only \$27.50\*\*. Dependable electric movement strikes hours and half-hours. Combines smart styling, topmost quality. A sales leader you'll want to feature prominently. Ht. 8 $\frac{3}{16}$ "; wdt. 16 $\frac{1}{4}$ ".



**MEDBURY**—Another fine Seth Thomas Westminster chime clock with electric movement in genuine hand-rubbed mahogany cabinet. Front panel overlay of rare wood. Satin-silver-finished dial. Ht. 9 $\frac{1}{4}$ "; wdt. 20"—\$47.50.\*\*

## SETH THOMAS

*"The finest name in clocks"*



\*Reg. U. S. Pat. Off. \*\*Retail...tax extra

A division of GENERAL TIME CORPORATION



**FAR THE BEST  
BY EVERY TEST!**



**CHROMALOX**

*Supreme Units*

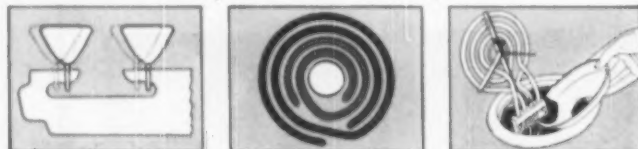
**For modernizing all Electric Ranges**

CHROMALOX Units are more widely used on new electric ranges and for replacements than any other, and with good reason! Comparison tests by Electrical Testing Laboratories, Inc. and other independent laboratories proved CHROMALOX superiority time and time again! Such outstanding performance makes CHROMALOX Units the

"first choice" of homemakers everywhere. That's why it will more than pay you to handle this famous line for range unit replacement. You'll find that the quicker service, smaller inventory and greater customer satisfaction you get with CHROMALOX will add up to a bigger and better net profit! Write today for Bulletin RU-14C.

**CHROMALOX UNITS GIVE ALL THESE ADVANTAGES**

- 1 Flat, level cooking surface with free lateral expansion
- 2 2 Units in 1 for true cooking economy
- 3 Easy to clean and to keep clean



on new Ranges and for Modernization

**CHROMALOX**

means "Electric Cooking at its Best"

EDWIN L. WIEGAND COMPANY, 7525 THOMAS BLVD., PITTSBURGH 8, PA.

EDWIN L. WIEGAND COMPANY  
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Please send me my free copy of the new CHROMALOX RANGE UNIT REPLACEMENT CATALOG RU-14C.

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## Firm Wants to Grow Big, Lewyt Tells New York Luncheon Group

Cleaner manufacturer says he respects but doesn't fear the "electrical giants"

Although admitting that "we're battling with many of the electrical giants right now for markets—and customers—on our vacuum cleaner", Alex Lewyt told members of New York's Sales Executive Club in early February that "we do not envy and fear General Motors, General Electric, A.T. & T., and others, but take off our hats to them".

Mr. Lewyt, president of the Lewyt Corp., Brooklyn, contended that "bigness actually is a symbol of America" and that "it is only natural that we should have big business". He admitted that his firm "wants to grow big. No one is stopping or hindering us. It's up to us. If we deserve it, we'll grow".

**Lewyt Organization.** He explained that Lewyt Corp. is in reality two businesses. The contract division manufactures products for other manufacturers and for the Army and Navy. The other phase of the firm's operations—the Lewyt vacuum cleaner business—is in most respects entirely different than the contracting phase, Mr. Lewyt explained.

Mr. Lewyt described his firm's entrance into the vacuum cleaner business as a move which "built some excitement into an otherwise conservative industry." Pointing out that his firm had successfully distributed their cleaner through specialty appliance distributors and dealers, a channel which never before had sold cleaners in volume, Mr. Lewyt explained that no manufacturer had ever before backed a cleaner with a merchandising program.

**How to Merchandise.** Backbone of Lewyt's merchandising program is a \$600,000 expenditure for ads in national magazines. This is supple-



ALEX LEWYT

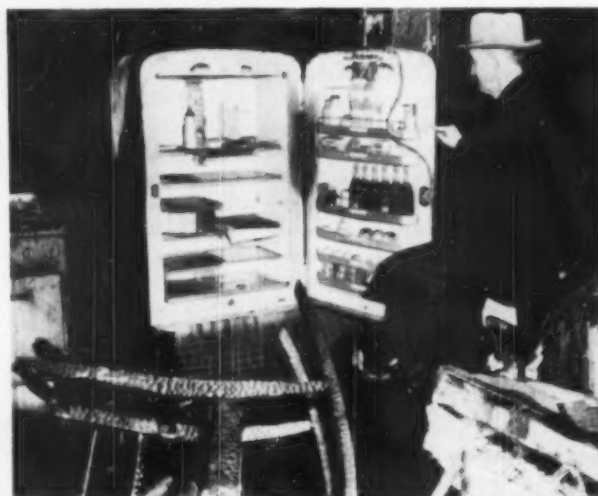
mented by an almost equal sum in local cooperative programs, which is matched by dealers. The greatest single expenditure is in the daily newspapers, Mr. Lewyt said, pointing out that the firm feels that dealers "get the most that way from the advertising dollar."

Because Lewyt feels that the greatest help which can be given dealers by manufacturers is public acceptance, "every loose dollar goes into space and time."

Factory policies are as important to distributors and dealers as product and program, Mr. Lewyt said. "It is difficult, if not impossible for the field to perform when the factory changes prices every Tuesday and Thursday, and when models change often or when there are too many models in a line. The best policies are the simple ones."

Mr. Lewyt said that his company's business in January was about 70 percent greater than last year.

### Heat Resistant



WINTER FIRE which razed the Ellis Furniture Co., Statesboro, Ga., left bottled drinks, milk cartons and wax display fruit inside this Crosley refrigerator undamaged. Store owner J. C. Ellis checks the contents of the refrigerator.

# SELL RAYTHEON... the best deal in sight

RADIOS-TV



for six sound reasons

There are many reasons why Raytheon is the best deal in sight. They are: 1. Raytheon's reputation for quality. 2. Raytheon's reputation for service. 3. Raytheon's reputation for value. 4. Raytheon's reputation for variety. 5. Raytheon's reputation for reliability. 6. Raytheon's reputation for innovation. 7. Raytheon's reputation for leadership. 8. Raytheon's reputation for excellence. 9. Raytheon's reputation for integrity. 10. Raytheon's reputation for honesty. 11. Raytheon's reputation for fairness. 12. Raytheon's reputation for respect. 13. Raytheon's reputation for dignity. 14. Raytheon's reputation for honor. 15. Raytheon's reputation for glory. 16. Raytheon's reputation for fame. 17. Raytheon's reputation for fortune. 18. Raytheon's reputation for power. 19. Raytheon's reputation for influence. 20. Raytheon's reputation for success.

## The Silver Anniversary Model



**\$299<sup>95</sup>**

Prices slightly higher in West and South

A TRIUMPH OF 25 YEARS OF EXCELLENCE IN ELECTRONICS

- 16" Rectangular Screen • Convenient continuous tuner • Glareless tube. Easy on the eyes, increases contrast • Long range sensitivity—a favorite for fringe area reception • Synchro-matic stabilizer assures constant brilliance
- Built-in, adjustable "Ray-Tenna"

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**RAYTHEON**

FOR COOKING



FOR CLEANING



# BEE-VAC APPLIANCES

*Offer you*

**ATTRACTIVE DESIGNS**

**PERFECTED ENGINEERING**

**DEPENDABLE PERFORMANCE**

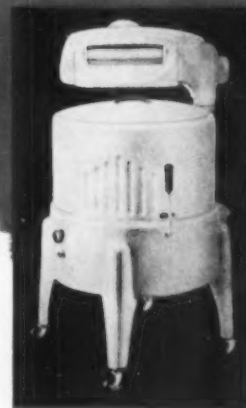
**PRECISION MANUFACTURE**

When deciding on a line of electrical household appliances look to the reputation and financial standing of the manufacturer. Back of every BIRTMAN guarantee are . . .

- ★ Two thoroughly modern factories, geared to volume production, careful manufacture.
- ★ Forty-one years' experience in the manufacture of electrical household appliances.
- ★ Millions of dollars worth of merchandise now in use both in America and foreign countries.
- ★ Over six million dollars in resources.
- ★ Financial rating, AAA1.

The entire organization—personnel, equipment and policies are of the highest type. In every department, from designing laboratory to final factory testing and shipment there is no compromise with "Quality, Always."

FOR WASHING



**BIRTMAN ELECTRIC COMPANY**

CHICAGO 39, ILL., U. S. A.



## New Products

### NEW ELECTRIC HOUSEWARES



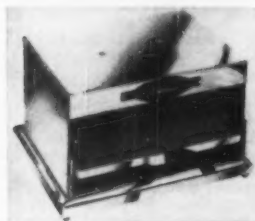
**UNIVERSAL Iron**  
Landers, Frary & Clark, New Britain, Conn.

Device: Universal "Stroke-Sav'r" iron, EA 1205.

**Selling Features:** New shape designed to cover greatest area for size in single stroke—covers 37½ sq. in. ironing surface; wide sloping bevel; Hand-I-Set fabric dial provides complete range of heats for every type fabric at fingertip; thermostatic control; lifetime unit, 1100 watts, a.c. only; balanced-grip handle; weighs only 3½ lbs.

Price: \$12.95.

Electrical Merchandising, April, 1950



**HOLLIWOOD Broiler Oven**  
Finders Mfg. Co., 3669 S. Michigan Ave., Chicago, Ill.

Model: No. 90 Holliwood broiler oven.  
**Selling Features:** Broils 3 large steaks, an entire chicken or a dozen hamburgers at a time; equipped with Nichrome "infra-red" ray broiling element, a.c. or d.c., 1320-800 watts; 2-heat control; adjustable broiling tray and rack; chromeplate finish; 16½ x 12½ x 9½ in.

Electrical Merchandising, April, 1950



**TOASTMASTER Waffle Baker**  
Toastmaster Products Div., McGraw Electric Co., Elgin, Ill.

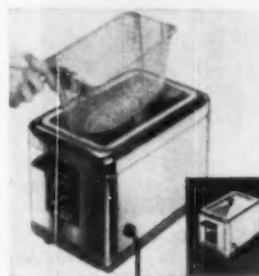
Device: Toastmaster waffle baker and Toastmaster waffle service.

**Selling Features:** Service is a 5-piece-in-one ensemble consisting of batter bowl, syrup pitcher of Franciscan Ware in sprout-green; chromium plated ladle which holds enough for one waffle and the new Toastmaster waffle baker arranged on a hand-rubbed walnut veneer tray inlaid with simulated leather.

Waffle baker has "Sillect" non-sticking grids—no oiling or conditioning of grids necessary, automatic pilot light signals when to pour batter, signals again when waffle is done; large cool handles; color adjustment to bake waffles to suit any taste.

Prices: Waffle baker alone \$18.95; Waffle service, \$27.50

Electrical Merchandising, April, 1950



**DORMEYER Fri-Well**  
Dormeyer Corp., 4300 N. Kilpatrick Ave., Chicago, 41, Ill.

Model: Dormeyer Fri-Well automatic deep fryer, No. 5800.

**Selling Features:** Deep-fries chicken, shrimps, steaks, donuts, potatoes vegetables; large capacity; specially designed draining lip; heat-proof handles; thermostatic control; heats with special elements through the sides, not the bottom; food particles settle into special "cold-well" preventing scorching or discoloring; 15 in. long, 9 in. wide, 10 in. deep.

Price: \$24.95

Electrical Merchandising, April, 1950

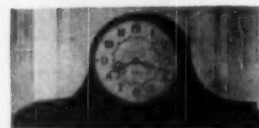


**SUNBEAM Egg Cooker**  
Sunbeam Corp., 5600 Roosevelt Rd., Chicago, 50, Ill.

Device: Sunbeam automatic egg cooker.

**Selling Features:** Automatically cooks eggs hard, medium, soft or any degree in between; thermostatic control clicks off when eggs are cooked; amount of water put in base determines length of time eggs cook, when water has evaporated, thermostat responds to increase heat in bottom and shuts off; 500-watt element imbedded in bottom; cooker lid has three easy-to-see markings for water levels required for hard, medium or soft-cooked eggs; capacity 6 eggs.

Electrical Merchandising, April, 1950



**SETH THOMAS Clock**  
Seth Thomas Clocks, Div. General Time Corp., Thomaston, Conn.

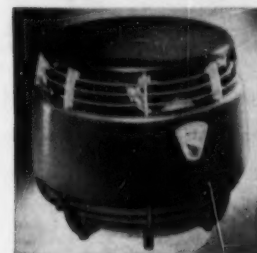
Model: Medbury-5E Westminster chime tambour clock.

**Selling Features:** Dial 6½ in. diam., satin silver background with scalloped

decorative design; black numerals and hands; mahogany case with overlaid front panel of rare wood; brass sash; 9½ in. high, 20 in. wide over 6 in. deep; self-starting Westminster chime movement.

Price: \$47.50 plus tax

Electrical Merchandising, April, 1950



**FRESH'ND-AIRE Circulator**  
Fresh'nd-Aire Co., Div. of Cory Corp., 221 N. La Salle St., Chicago 1, Ill.

Device: Fresh'nd-Aire cocktail table model circulator F-12.

**Selling Features:** Styled to blend into home or office setting; delivers cool, draft-free circulation quietly; scuff-proof plastic construction in 2-tone gray and yellow; 3-speed switch provides 3600 on high; 12-in. propeller; 115 volts, 60 cycle a.c.; 120 watts.

Electrical Merchandising, April, 1950



**Improved G-E Steam Iron**  
General Electric Co., Bridgeport, Conn.

Model: Improved G-E steam iron.

**Selling Features:** Operation controlled by button in top of handle—by pushing this user can switch from dry to steam ironing and back; iron is filled through a porthole in front of handle; water in storage tank does not boil, but forms steam when it drops on hot soleplate; weighs 4½ lbs. filled; air cooled plastic handle had double thumb rests.

Price: \$17.95.

Electrical Merchandising, April, 1950

### New Product Highlights

Universal introduces a completely new design in irons in their "Stroke-Sav'r" model.

Sunbeam has a new automatic egg cooker also radically new in design. Four Electric Housewares manufacturers recently added deep-fat fryers to their lines—Dormeyer, Dulane, Finders, and Welco.

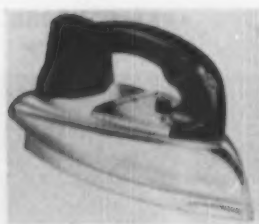
Drawer-type broiler-ovens are now being offered by Finders, Marlon and Dorby.

An electric drink shaker is a new product by Nicra Steel.

Fan manufacturers continue to announce a profusion of 1950 models including table circulators, combination window-desk-floor models; attic fans and regular window ventilators.

## ELECTRICAL APPLIANCE NEWS

### New Products



**G-E Irons**

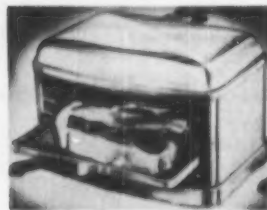
General Electric Co., Bridgeport 2, Conn.

Models: F-26 and F-32 automatic irons.

**Selling Features:** F-26 weighs 2½ lbs.; F-32, 4½ lbs.; both models are automatic, have large soleplates, "dial-the-fabric" temperature selectors; plastic handles; double thumb rests.

**Prices:** F-26, \$9.95; F-32, \$8.95.

Electrical Merchandising, April, 1950



**RITZ Portable Oven**

Marlon Mfg. Co., Inc., 37 E. 21st St., New York, 10, N. Y.

Model: Ritz infra-red ray portable oven No. 27.

**Selling Features:** Removable, black glazed ceramic heating unit in dome—6 x 9½ in., high heat 1350 watts, low heat 450 watts a.c. or d.c.; heavy aluminum tray; full size wire rack; chrome finish, black Bakelite trim; 15 in. wide, 11 in. high, 11 in. deep; weighs 14½ lbs.

**Price:** \$29.95

Electrical Merchandising, April, 1950



**DORMEYER Mixers**

Dormeyer Corp., 4300 N. Kilpatrick Ave., Chicago, 41, Ill.

Models: Meal-Maker No. 5000, Budgeteer, 4900 and portable Dormey 4900-D.

**Selling Features:** Meal-Maker, grinder, juicer, mixer, equipped with multi-speed control for better grinding, juicing and mixing results; lightweight, portable mixing head can be used anywhere in kitchen; a.c. or d.c.; weighs 20 lbs.; no turn-table change necessary with "Clik-Mix" arm; heavy



duty motor; adjustable stand, turntable, 2 opal glass mixing bowls, juicer bowl, strainer, juice-directing spout, reamer, 2 chrome nickel beaters; meat grinder plus new Dormeyer recipe book.

Budgeteer, 3-speed horizontal mixer; new "lift-off" motor (no trigger); weighs 13 lbs.; 2 chrome nickel beaters and large all-purpose mixing bowl.

Portable Dormey has 3 recipe-tested speeds; 110-120 volt a.c.-d.c. motor; 2 beaters; fits in a drawer or hangs on wall; wall bracket included; multispeed motor; weighs 5 lbs. 6 oz.

**Price:** Meal-Maker, \$31.95; Budgeteer, \$19.95; Dormey, \$14.95

Electrical Merchandising, April, 1950



**MAXWELL Food & Bun Warmer**

Maxwell-Phillip Co., Inc.,

551 Fifth Ave., New York, 17, N. Y.

Model: No. FW1 food and bun warmer.

**Selling Features:** Made of solid copper available in 3 finishes—highly polished copper, mirror chrome or heavy silver plate; a 2½ qt. removable Pyrex food bowl keeps food hot; heat resistant handles and feet; a.c. only, 110-120 volts, thermostatically controlled at 170 degs.

**Price:** \$25 in copper or chrome; \$30 in silverplate.

Electrical Merchandising, April, 1950



**ARVIN Cool-R-Hot Fan**

Noblitt Sparks Industries Inc., Columbus, Ind.

Device: No. 5000 Arvin Cool-R-Hot Electric fan.

**Selling Features:** Two-purpose fan has an 8-in. diam. cloverleaf fan blade; "air scoop" design to increase air velocity; delivers 600 cfm as a fan; adjustable head permits targeting of fresh air current in any direction; when placed on floor it becomes an air circulator. As a heater it has a 1320 watt element with an output of infra-red radiant and fan-forced heat; oversize reflector increases dissemination; warm air heat delivery rated at 2000 cfm; safeguard safety switch shuts off current if fan is tilted or upset; weighs less than 10 lbs.; induction motor operates on 110-115 volts, 60-cycles a.c.; scratch-resistant, baked-on enamel finish in green, golden bronze or ivory.

**Price:** \$17.95

Electrical Merchandising, April, 1950



**WEST BEND Percolator**

West Bend Aluminum Co., West Bend, Wis.

Model: No. 3278E Flavo-Perk automatic percolator.

**Selling Features:** 8-cup capacity; cold-water type percolator, thermostatically controlled starts perking in less than a minute; thermostat control stops perking action at right time, then keeps coffee hot for serving indefinitely without re-percolating; 14-gauge aluminum; molded plastic legs; 400-watt unit; a.c. only.

**Price:** \$9.95.

Electrical Merchandising, April, 1950



**DULANE Fryrite**

Dulane Mfg. Co., 2550 W. Grand Ave., River Grove, Ill.

Device: Fryrite deep fat fryer.

**Selling Features:** French fries chicken, onions, donuts, potatoes, fish, popcorn, etc.; removable handle on basket for ease in storing; special drain brackets permit fat to drain when basket is raised; element integrally cast for even heat distribution—no "hot spots" to char fat or cause smoking; cold zone at bottom of cast aluminum well catches food particles; fat remains in unit for repeated use; thermostatic temperature control calibrated 250 to 450 degs; 1100 watts, 110-120 volts a.c. only; 3 lbs. shortening or 3 pts. oil capacity; 7 lbs. net weight; 6½ x 10½ x 7½ in.

**Price:** \$24.95.

Electrical Merchandising, April, 1950



**SUN PANEL Heater**

Manufacturers-Engineers Co., Portland, Oregon

Device: Portable radiant heat panel.

**Selling Features:** Designed to lie on floor or pavement and warm any object on or above it—people working out-of-doors, invalids, babies in play

pens, etc.; provides individual heat control; only ¾ in. thick, may be used on top or under rug or carpet; plugs into any 110 volt outlet; 3-way switch temperature control; thermostats embedded in panel provide even flow of warmth; hard surface resists abuse of chair legs, walking etc.; employs principle of heat radiation; available in 2 models: Utility, 3 x 4 ft.; uses 800 watts on high; and Office model 4 x 4 ft. (shaped to fit under desk) uses 1200 watts on high; both models available in black, green, red or tan.

**Prices:** Utility \$29.95; Office, \$34.95.

Electrical Merchandising, April, 1950



**DOMINION Fan**

Dominion Electric Corp., Mansfield, O.

Device: No. 2019 12-in. combination window, desk and portable fan.

**Selling Features:** Can be used as window exhaust fan, adjustable to any standard window, or can be quickly detached from frame and used as conventional desk fan for home or office; 4 polished aluminum blades with dome center; heavy-duty 4-pole induction type motor; silent operation; off-on switch; 65 watts, 110-120 volts, moves 1000 cfm; 1550 rpm.

**Price:** \$19.95 (slightly higher in West)

Electrical Merchandising, April, 1950



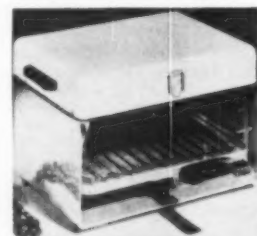
**SHAVEX DC Inverter**

Shavex Div., Electronic Specialty Co., 3456 Glendale Blvd., Los Angeles, 39, Calif.

Device: Shavex D. C. Inverter for electric shavers.

**Selling Features:** Changes a.c. to d.c., giving up to 80 percent more power and speed to electric shavers, the manufacturer claims; a tiny plastic plug-in device, shaver is plugged into Shavex; uses a "selenium" rectifier.

Electrical Merchandising, April, 1950



**DORBY Infra-Red Broiler**

Dorby Co., Merchandise Mart., Chicago, 54, Ill.

Device: Dorby Infra-Red broiler.

**Selling Features:** Large broiling surface 9 x 12 in.; porcelain and aluminum surfaces; large even Infra-Red heating element, 1600 watts, 110-120 volts a.c. or d.c.; adjustable heat and speed.

**Price:** \$19.95.

Electrical Merchandising, April, 1950



#### G-E Mixer

General Electric Co., Bridgeport, Conn.

Model: Redesigned mixer.

**Selling Features:** Weighs only 3½ lbs. without base; new speed selector band gives proper setting for each mixing job at glance; juicer attachment squeezes out juice, strains it and traps pulp in molded-in strainer; 3-beaters; built-in light illuminates bowl; complete with 2 bowls and juice extractor.

Price: \$34.95.

Electrical Merchandising, April, 1950



#### RITZ Broiler

Marlin Mfg. Co., Inc., 37 E. 21st St., New York, 10, N. Y.

Device: Ritz Cadet broiler No. 11 with infrared ray.

**Selling Features:** Polished chromium with black Bakelite trim; heating unit of chrome reflector 1000 watts high, 300 watts low; a.c. or d.c.; 19 x 12 x 5½ in.; chrome plated accessories.

Price: \$13.95

Electrical Merchandising, April, 1950



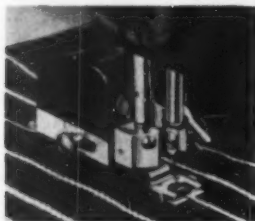
#### JEFFERSON Clock

Jefferson Electric Co., Bellwood, Ill.

Model: "Golden Hour" clock.

**Selling Features:** Crystal clear dial; no bulky parts to mar the view; only ½ in. thick; 24 k. goldplated, satin finish base and numeral ring; numerals and hands treated with radium for quick time-telling, day or night.

Electrical Merchandising, April, 1950



#### WHITE Attachment

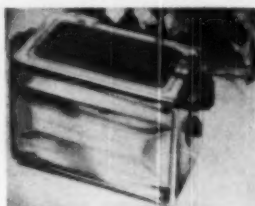
White Sewing Machine Corp., 1231 Main St., Cleveland, 1, Ohio

Device: Zigzag attachment; Makes a zigzag stitch in four width; guide plate holds trims and fabrics together while sewing; guide clip for elastic shirring and ornamental braiding.

Electrical Merchandising, April, 1950

## ELECTRICAL APPLIANCE NEWS

### New Products



#### HOLLIWOOD Deepfry

Finders Mfg. Co., 3669 S. Michigan Ave., Chicago, Ill.

Model: No. 700 Holliwood automatic Deepfryer.

**Selling Features:** French fries a chicken, potatoes, donuts, shrimps, vegetables, etc.; no odor, or smoke, no overheating; heat is automatically controlled so cooking compound can be used over and over; 1000 watts, a.c. only; 14½x7½x6½ in.; complete with basket, cover and cord set; pilot light indicator.

Electrical Merchandising, April, 1950



#### DOMINION Percolator

Dominion Electric Corp., Mansfield, O.

Device: 2-heat "Sta-Hot" percolator.

**Selling Features:** 8-cup capacity; lightweight; black plastic handles stay cool; black plastic feet; 2-speed heat indicator brews quickly on "perk" or keeps it hot indefinitely when turned to "warm"; 425 watts, 110-120 volts a.c.; built-in socket.

Electrical Merchandising, April, 1950



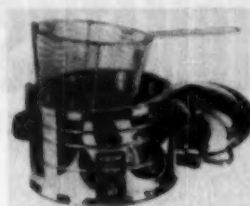
#### WEST-BEND Bean Pot

West Bend Aluminum Co., West Bend, Wis.

Device: West Bend electric bean pot. **Selling Features:** Glazed ceramic bean pot of burnt sienna brown, separate from heating unit—can be completely immersed in water for cleaning; separate Heat-Rite base, 95 watts 110-120 volts, a. c. or d. c., of chromium plated steel with molded plastic feet; polished metal cover with brown plastic knob; complete unit is 8 in. high; holds 2 qts.; and can be used for other dishes such as cereals, stews, soups.

Price: \$6.50.

Electrical Merchandising, April, 1950



#### WELKO Electro-Fryer

Welco, Inc., 219 W. Chicago Ave., Chicago, 10, Ill.

Device: Model D Electro-Fryer

**Selling Features:** Deep-fat fries most efficiently with 4 lbs. of fat; draws 1200 watts with 50 sq. in. heating surface—300 watts per lb. of shortening; thermostat temperature control; G-E neon lamp shows when unit has reached frying temperature indicated on thermostat dial; special drain hook holds basket in all positions from any direction; portable—handles specially designed for easy handling; requires little counter space—10 in. diam., overall height without draining bracket 8 in.; aluminum cooking well; heats quickly, cleans easily; Fiberglass insulation; electric eye temperature indicator.

Price: \$19.95.

Electrical Merchandising, April, 1950



#### KISCO Circulaires

Kisco Co., Inc., 2400-40 DeKalb St., St. Louis 4, Mo.

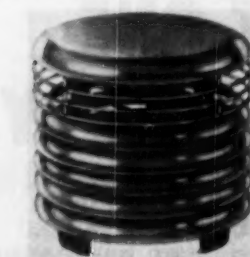
Models: Cocktail table Circulaire and Regal-Aire.

**Selling Features:** 24 in. cocktail table of Formica in a choice of Prima Vera blonde or mahogany; 18 in. high; metal band grill encloses for safety; 1/20 h.p. motor; 4-blade, 12-in. varified air impeller; 3-speed control.

Regal-Aire all-steel, streamlined circular—aerodynamically designed grill facilitates silent flow of maximum volume of cool "low-zone" air, fawn-gray or Tyrolian green; 1/20 h.p. motors; 4-blade, 12-in. varified impeller; 15½ in. high and in diam.; 2-speed control.

Prices: Cocktail table \$64.95; Regal-Aire, \$44.95.

Electrical Merchandising, April, 1950



#### ARVIN Letric Grill

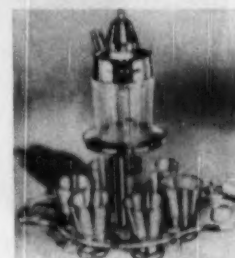
Mobitt-Sparks Industries, Inc., Columbus, Ind.

Device: No. 2800 Arvin Letric Grill.

**Selling Features:** Has 95 sq. in. cooking surface; toasts, fries, grills, warms liquids, etc.; a tight-fitting lid fits over grill to prevent grease splatter; even heat distribution; aluminum cooking surface; limiting thermostat prevents overheating; drip spout to drain off grease; modern design; black plastic handles and feet; 800 watt element 110-120 volts a.c.; weighs little more than 5 lbs.; 10½ in. square, 5 in. high.

Price: \$10.95

Electrical Merchandising, April, 1950



#### MICRO Shaker

Nicro Steel Products, Inc., 3534 N. Spaulding Ave., Chicago, 18, Ill.

Models: Nicro electric shakers No. 100, and No. 200 complete with cocktail glasses, and serving tray.

**Selling Features:** Mixes malteds, cocktails, egg drinks or other drinks made with ice cream; lightweight crystal clear polystyrene plastic with chromeplated top and stainless steel agitator; liquids are dispensed without removing top; rotary switch provides easy control; portable; alcohol resistant; capacity 32 oz.; No. 100 includes shaker and cord; No. 200 includes 6 crystal cocktail in 6 tinted colors glasses, a polystyrene plastic tray.

Prices: No. 100, \$6.95; No. 200, \$11.95

Electrical Merchandising, April, 1950



#### SUNNY Hair Dryer

Master Appliance Mfg. Co., Bridge and Ontario Sts., Racine, Wis.

Models: Sunny hair dryer.

**Selling Features:** Hand-sized; detachable stand can be placed on table or mounted on wall; available in coral, blue or sand cover; dynamic type motor; operates on a.c. or d.c.; positive contact, toggle type switch; safety fuse in heater.

Prices: \$12.95 without stand, with stand, \$14.95.

Electrical Merchandising, April, 1950



# A GREAT TEAM FOR YOUR AUTOMATICS! HOME LAUNDRY & DISHWASHER

**3 GREAT WASHING COMPOUNDS!**

**Fun SOAPthetic**  
NON-SUDSING LAUNDRY DETERGENT

**ELECTRA-SOL**  
DISHWASHER DETERGENT

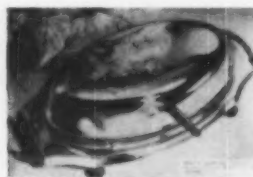
**TUMBLE SUDS**  
SUDSING LAUNDRY DETERGENT

## NOW! AT ONE SOURCE OF SUPPLY!

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ECONOMICS LABORATORY, INC. • ST. PAUL, MINN.

## ELECTRICAL APPLIANCE NEWS

### New Products



**HOLLIWOOD Broiler**  
Finders Mfg. Co., 3669 S. Michigan Ave.,  
Chicago, Ill.

Model: No. 60 Holliwood broiler.  
**Selling Features:** Chrome-plated finish; well-tree sizzle platter; 2-heat control with heat indicator; even-heat element for all-over, all-at-once broiling; EZ lock device for thorough cleaning; safety hinge for cover; 1320-800 watts, 110-120 volts, a.c. or d.c.  
**Price:** \$19.95 with broiling rack and cord set.

*Electrical Merchandising, April, 1950*



**WESTINGHOUSE Fan**  
The Westinghouse Electric Corp.,  
Mansfield, O.

Model: "Debonaire" 10-in. hassock-type floor fan.

**Selling Features:** Circulates 1700 cfm without creating a draft; 4 curved "air injector" rings in lower part of fan change direction of air entering fan from sides so that it joins upward flow of air with least amount of turbulence; 3 deep-pitched Micarta plastic blades move air up through fan to a deflecting cone which sends it out through a 3-in. grilled area around top; maroon and chrome; 13 in. high, weighs 15 lbs.

**Price:** \$29.95.

*Electrical Merchandising, April, 1950*



**GEM DANDY Churn**

Alabama Mfg. Co., Birmingham, 3, Ala.

Device: Gem Dandy deluxe churn, No. 4-QT.

**Selling Features:** Churning capacity of 3 qts.; churns butter in few minutes; heavy-duty cool-running, slow-speed motor with chrome housing; detachable and adjustable aluminum shaft and dasher; 4-qt. Duraglas container with black and gold design; has other uses for mixing and whipping in addition to churning.

**Price:** \$12.95 complete with glass jar.

*Electrical Merchandising, April, 1950*



**HOTRAY**

Salton Mfg. Co., Inc.,  
74 Reade St., New York, 7, N. Y.

Model: Hotray "Superb."

**Selling Features:** Meal-size tray (16 x 24 in.) with a Ra-Grid radiant glass heated top; thermostatically-controlled; shatter-proof; maintains a temperature of about 200 degs.—for keeping foods piping hot any length of time without drying out foods; metal handles; 4-rubber bumper legs; modernistic design makes it ideal for use on dining-room table during mealtime.

**Price:** \$29.95.

*Electrical Merchandising, April, 1950*



**BREEZE-ABOUT Fan**

Meier Electric & Machine Co., Inc.,  
Indianapolis, 7, Ind.

Model: "Breeze-About" Fan.  
**Selling Features:** Portable and reversible; can be used as a floor fan, an intake window fan, as a heat distributor, as an exhaust window fan or as a table or desk fan; weighs 12 lbs; rubber mounting of unit to case; adjustable louvers; 2-speed motor; hammer-tone grey finish.

**Price:** \$24.95

*Electrical Merchandising, April, 1950*



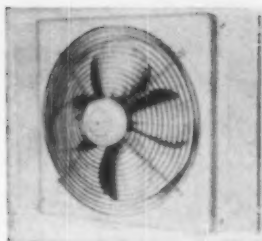
**HOLLIWOOD Waffler-Grills**

Finders Mfg. Co., 3669 S. Michigan Ave.,  
Chicago, Ill.

Models: No. 820 and No. 800 Holliwood automatic waffler-grills.

**Selling Features:** Both models bake 8 waffles at a time; open flat for handy table grilling; both models equipped with grill grids in addition to waffle grids; chromeplate finish. No. 820 is fully automatic; 1000 watts, 110-120 volts, a.c. only. No. 800, non-automatic, operates on a.c. or d.c.

*Electrical Merchandising, April, 1950*

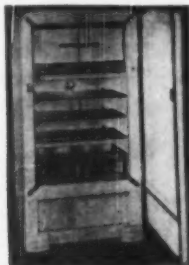


**ROBBINS & MYERS Window Fan**  
Robbins & Myers Inc., Springfield, O.

**Device:** R & M 18 in. window fan.  
**Selling Features:** Features 2-speed, reversible operation; adjustable to fit any window up to 35 in. wide; delivers 2500 cfm; compact, light weight; 4 broad blades precision balanced, chrome-plated, rubber type, spiral steel grille.

**Price:** \$54.95

*Electrical Merchandising, April, 1950*



**PRESTELINE Refrigerators**

Presteline Home Appliances, Leeson Steel Products, Inc., 666 No. Lake Shore Drive, Chicago, 11, Ill.

**Models:** Nos. MD9, MD8, PC9, PMS and PD9.

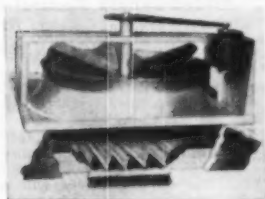
**Selling Features:** Evaporator on MD9 provides three degrees of cold storage making possible 5 refrigerated storage zones plus a non-refrigerated storage bin; also gives faster, more even freezing and/or defrosting known as "Cascade Cold"; interior gold trim through use of anodized aluminum; over 17 sq. ft. adjustable shelf area; 9 cu. ft. storage capacity; full size extra deep meat keeper from side to side; 8-stage temperature; 4 ice-cube trays; 2 cu. ft. frozen food capacity.

MD8 has 4 zones of cold; 15 ft. shelf area; 7½ cu. ft. storage capacity; side-to-side meat keeper; 8-stage temperature control; blue trim.

Features on all models full length door styling; self-locking hardware; 1-piece acid-resistant porcelain food liner; 15 qt. crispers; 1-piece back, base and frame; hermetically sealed Tecumseh unit.

**Prices:** From \$229.75 to \$349.95.

*Electrical Merchandising, April, 1950*



**SILENT BREEZE Attic Fans**

Holcomb & Hoke Mfg. Co., Inc., 1545 Van Buren St., Indianapolis, 7, Ind.

**Models:** Silent Breeze "Gold Seal" and "Standard" attic fans.

**Selling Features:** "Gold Seal" line is available for vertical or horizontal installation; "Standard" line for vertical installation; both lines have 7 models with capacities ranging from 4200

cfm to 19,900 cfm and with motors from ½ h.p. to ½ h.p.; "Gold Seal" models except the 48-in. models are available as complete package units with automatic ceiling shutter and sponge rubber mounting strips.

Both types have 4-blade fans; deep venturi ring; ever-quiet shaft; and never-lub bearings. Accessories available include a Comfortrol for automatic cooling; vertical outlet shutter which automatically opens when fan is on and closes when off; automatic ceiling shutter for exhaust opening in attic floor.

*Electrical Merchandising, April, 1950*



**SEW-EASY Sewing Machine**  
The SK Co., 1422 Merchandise Mart, Chicago 54, Ill.

**Device:** Sew-Easy portable sewing machine.

**Selling Features:** No bobbins, thread is always in sight; silent chain drive; sews over pins; weighs only 8 lbs.; sturdy carrying case, variable speed foot control; concealed motor uses 110 volt a.c. or d.c.; stitch regulator; positive tension adjustment; light weight aluminum body in 2-tone gray finish.

**Price:** \$59.95

*Electrical Merchandising, April, 1950*



**INTERNATIONAL HARVESTER Refrigerators**

International Harvester Co., 180 N. Michigan Ave., Chicago, 1, Ill.

**Models:** H74, H84, U87 and U95.

**Selling Features:** All models have streamlined full-length tapered doors; "Tight Wad" refrigerating unit; bottle opener built in door strike.

H74 and H84 have full-width horizontal freezer Lockers; U87 and U95 have half-width U-type freezer compartment.

H74 provides full 7.4 cu. ft. capacity in cabinet 54½ in. high, 25 in. wide, 28½ in. deep; 14.5 sq. ft. shelf area; full-width freezer holds 35 lbs.; equipped with self-closing plastic door; porcelain-enamel interior; white Dulux enamel.

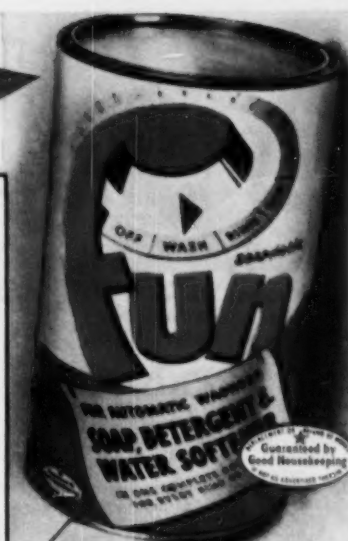
H84 has frozen food storage up to 50 lbs.; twin crispers hold 18.4 qts. fruit and pantry-bin stores 26.1 qts. unrefrigerated food; built-in floor levers; "Duffus-O-Lite" and "Easy-Do" temperamental control; 8.4 cu. ft. capacity.

U87 has 8.7 cu. ft. capacity; "egg-o-mat" holds 16 eggs, dispenses one or two at a time; "stowaway" freezer locker holds 35 lbs. frozen foods; 4 ice cube trays; bottle storage holds 12 qts.; glass meat tray; extra deep crisper, 14.5 qt. capacity.

U95 has 9.5 cu. ft. capacity plus same special features as U87.

*Electrical Merchandising, April, 1950*

**FUN SOAPhetic**  
for automatic clothes washers (AGITATOR-TYPE) Gives you two-way profit. Moves quickly, steadily ... reduces service calls. Proper balanced combination of soap, synthetic detergent and water conditioner. Produces cleaner, whiter washes. Rinses freely. No soap scum. Keeps machine clean, too. Prevents formation of scale. Recommended for use in leading washers. **FREE SAMPLES** available for demonstration purposes.



**ELECTRA-SOL**  
for automatic

dishwashers Fastest-growing dishwashing compound in America! Steady business from every dishwasher customer you have. Leaves tableware absolutely film-free, **sanitized**. Eliminates scum and scale in machine ... cuts down service calls. It's non-caking. Comes in handy, exclusive metal pour spout package. Approved by leading dishwasher makers.



**TUMBLE SUDS**

for automatic clothes washers (TUMBLE-TYPE) Sells itself to any woman who owns a tumble-type clothes washing machine. The secret's in the suds ... the right suds level for most efficient washing. Laundry comes out cleaner, sweeter, fresher. And the machine operates more smoothly ... requires less servicing. Recommended for use in leading tumble-type home laundries.



**MADE BY THE MAKERS OF SOILAX**

**ORDER FROM YOUR DISTRIBUTOR, OR WRITE ECONOMICS LABORATORY, INC. • ST. PAUL, MINN.**



#### HOVER Cleaner

The Hoover Co., North Canton, Ohio

Model: Deluxe upright Hoover Cleaner No. 62.

**Selling Features:** New lightweight pliable "Veriflex" hose and an angled converter for easier use of attachments; toe-operated rug adjuster; "Handisac" dirt bag for quicker, easier dirt disposal; larger lens for headlight. Thermoplastic motor hood is wider than old model; new cleaning tool connector is of 90 deg. elbow type, permitting rear towing of cleaner; Vinylite furniture guard of non-marking blue thermoplastic; duralumin extension tubes; brown plastic tool and brushes; triple action principle enables cleaner to lift carpet, tap dirt loose and sweep with revolving brushes as it cleans by suction; "Fibrefelt" filter in dirt bag may be destroyed with contents or emptied and re-used; cloth protection bag has permanently attached bag support and a full length zipper; 12 in. die cast aluminum nozzle is adjustable for all thickness of carpets; helical brushes and beaters have approximately 3250 rpm speed; 12 bladed fan;  $\frac{1}{2}$  h.p. a.c. or d.c. motor; weighs 18 lbs. 8 oz.

Prices: \$94.95; attachments and kit \$19.95 extra.

Electrical Merchandising, April, 1950



#### AMANA Freezers

Amana Refrigeration, Inc., Amana, Iowa

Device: Two new 12 cu. ft. freezers.

**Selling Features:** No. 120, chest model, is 36 in. high; has gray rubber breaker strip and lid gaskets; 3 adjustable wire dividers; 4 sliding wire baskets as standard equipment; counter balanced lid; temperature indicator on cabinet front; 420 lbs. capacity.

Model 12, upright, has four refrigerated surfaces; 3 shelf plates, totaling 94 sq. ft., and a plate in compartment ceiling; deluxe hardware; curved fronts; 1-piece crowned tops; tilt drawers for storing wrapping materials; all steel doors, heavy gauge aluminum shelves with stainless steel front moldings.

Prices: No. 120, \$369.50; No. 12, \$424.50.

Electrical Merchandising, April, 1950



#### HORTON Ironer

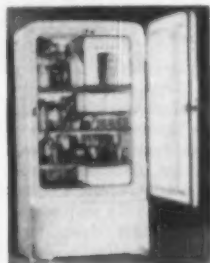
Horton Mfg. Co., Ft. Wayne, I., Ind.

Model: Horton automatic console ironer No. 150.

**Selling Features:** Breathing roll inhales steam through holes in roll and exhales steam at open end; fan forces cool air through roll, taking cool air in through vents; full size 26-in. roll, 6-in. diam.; aluminum shoe; fan-cooled, G-E motor; chrome foot rest; automatic thermostat-dial temperature desired; open ends.

Price: \$99.95

Electrical Merchandising, April, 1950



#### NORGE Refrigerators

Norge Div., Borg-Warner Corp., Detroit 26, Mich.

Models: No. S-85 and SD-65.

**Selling Features:** Super-Eight S-85 has 8.18 cu. ft. capacity; super-size freezer holds 27 lbs. frozen food, 4 ice trays with "quick release" levers; aluminum super-size Coldpack, located below freezer, provides extra-large space for fresh meats, etc.; drip tray drains defrost water into Handefroster located in Coldpack; Hydro-voir aluminum vegetable crisper slides easily under ribbed glass shelf cover; a handy package shelf for butter, cheese and other small packages; super-size bottle shelf; Tiltabin provides dry storage space; white titanium porcelain interior; Rollator Coldmaker compressor; white Norgloss exterior.

Self-D-Froster Deluxe SD-65, has a complete automatic Self-D-Froster—turns off electricity and turns it back on when freezer is defrosted; adjustable defrosting control; 6.8 cu. ft. capacity; handy package shelf for butter, cheese, etc.; super size bottle shelf; super capacity storage for bulky items; super-size freezer holds 17 lbs. frozen foods; Coldpack below freezer provides extra-large space for fresh meats at near-freezing temperatures; full-width Hydrovoir for vegetables and fruits slides easily under rubber-glass shelf cover; white titanium porcelain interior; Rollator Coldmaker compressor; white Norgloss exterior.

Prices: S-85, \$229.95; SD-65, \$219.95

Electrical Merchandising, April, 1950



#### CROSLEY Ranges

Crosley Div., Arco Mfg. Corp., Cincinnati, O.

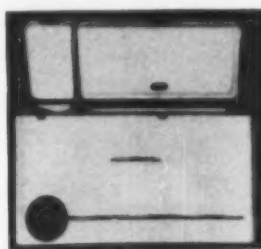
Models: COD-O and DDL-O.

**Selling Features:** COD-O, double oven range, has a large "king-size oven" and a smaller one for pastry, cakes and pies; scientifically designed baffle assures uniform heat in both ovens; signal lights tell when either unit is on; large oven is automatically controlled by timer clock that regulates cooking time on one of two appliance outlets on backguard; double-duty deepwell cooker can be converted for use as surface unit; automatic pre-heat "push button" brings oven to correct temperature quickly; handy time signal; 2 roomy storage drawers; floating self-adjusting heat-seal oven doors; easily removed chrome hood on fluorescent lamp; oven vent drip cup; divided top; high-speed rod-type surface units have 7-heats; deepwell cooker.

DDL-O deluxe range with single oven; divided top; high speed rod-type 7-heat surface units; deep well cooker; easily removed chrome hood on fluorescent lamp; oven vent drip cup, removable for easy cleaning; 1-piece top and waterfall front of acid-resisting porcelain; "king-size" oven with fast, radiant uniform heat; high-speed charcoal type broiler; combination thermostat and selector switch; large storage drawer.

Prices: COD-O, \$329.95; DDL-O, \$194.95.

Electrical Merchandising, April, 1950



#### GIBSON Freezer

Gibson Refrigerator Co., Greenville, Mich.

Model: No. HF-1890 2-compartment freezer.

**Selling Features:** Has total capacity of 18 cu. ft.—2.5 cu. ft. in fast freeze compartment, which has its own door; and 15.5 cu. ft. in storage compartment. Separate freezing compartment makes possible fast freezing before long term storage without rearranging contents of storage compartment; new, streamlined, designed new hardware and lock.

Price: \$489.95

Electrical Merchandising, April, 1950



#### SPEED QUEEN Ironers

Speed Queen Corp., Ripon, Wis.

Models: BP-5 portable ironette; BJ-15, Whizz Jr., and BD-1 deluxe console ironer.

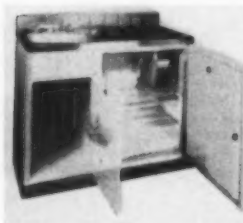
**Selling Features:** BP-5 portable ironette; weighs 30 lbs.; easy to store; 22 in. roll, 5 in. diam.; 2 open ends; chrome-plated shoe; 1200 watt Ni-chrome element; adjustable thermostat; shoe can be tilted back for steaming and pressing.

BJ-15 Whizz Jr. has hinged cabinet with flat table top; free-turning roll; baked enamel finish; 1200 watt Ni-

chrome element; adjustable thermostat; automatic red pilot light.

BD-1 automatic console ironer; hinged cabinet has table top construction; 2 end shelves; lapboard lifts to horizontal position; 26 in. ironing roll; 6 in. diam.; "free wheeling" clutch; ruffler plates on both ends; 4-point pressure; large shoe curved to cover  $5\frac{1}{2}$  in. of roll; 2 open ends; 2 speed motor; 1350 watt element; emergency release level; knee or shoe control and press control.

Electrical Merchandising, April, 1950



#### KITCHEN-KRAFT Kitchenette

Midwest Mfg. Co., Galesburg, Ill.

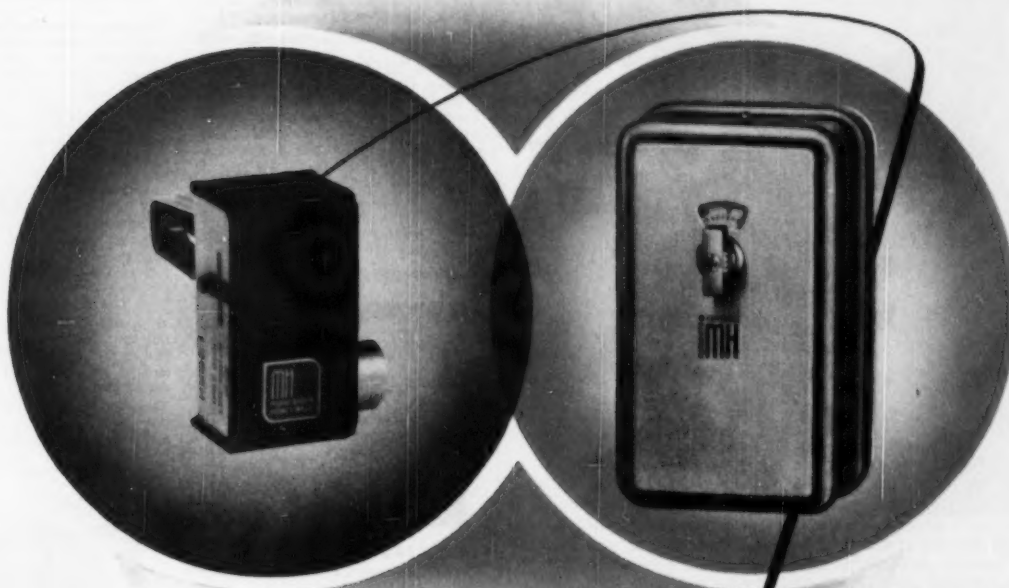
Device: Kitchen-Kraft KRS-45-0 Kitchenette unit.

**Selling Features:** Unit consists of a 27-in. wide counter height refrigerator and an 18-in. wide single bowl sink; refrigerator and sink cabinets are made up as a single unit under a 1-piece 45 in. steel top covered with black linoleum and finished with drip-proof stainless steel trim; stainless steel box type backrider includes vents over refrigerator for ventilation; refrigerator has 5.5 cu.ft. capacity; a Tecumseh hermetic unit; 12 position cold control; sink cabinet has acid-resistant single porcelain sink bowl attached to the 1-piece top; equipped with a  $3\frac{1}{2}$ -in. crumb cup strainer and a 4-in. tailpipe; chrome plated deck type faucet; swing spout. Dupont dulux enamel finish.

Electrical Merchandising, April, 1950



Sell the **HONEYWELL TIME-O-SWITCH**  
to CONTROL and the Cutout Switch  
to PROTECT Attic Fan installations



Above: The Honeywell  
5403A Time-O-Switch.  
Left: The Honeywell  
L477A Cutout Switch.

Attic fan installations are more reliable, more convenient when the Honeywell Time-O-Switch controls and times the fan operation. The Time-O-Switch automatically shuts off the fan after any desired interval of operation from one-half to eleven hours.

There's a market, too, for this switch among shopkeepers who use it to automatically turn off display window lights and signs. Farmers buy the Time-O-Switch to control barn ventilators and lights. A model is also available to turn the power ON at a pre-determined time.

In case of fire, the Honeywell Cutout Switch protects the building against the hazards of continued fan operation. And, besides attic fan applications, the Cutout Switch is in demand for gas-fired unit heaters, where it cuts off heat on excessive temperature rise.

Here are two items to bring in added sales volume. Stock the Time-O-Switch and Cutout Switch. Get your share from this source for added profits. Minneapolis-Honeywell, Minneapolis 8, Minnesota. In Canada: Leaside, Toronto 17, Ontario.

MINNEAPOLIS  
**Honeywell**  
CONTROL SYSTEMS

77 BRANCHES FROM COAST TO COAST WITH SUBSIDIARY COMPANIES IN: TORONTO • LONDON • STOCKHOLM • AMSTERDAM • BRUSSELS • ZURICH • MEXICO CITY

# SELL UP TO SATISFY!



Sell up to quality! Tell them that KitchenAid is better and *why!* During the years to come as the KitchenAid Food Preparer gives them more and more satisfaction, your customers will remember your wise counsel. Thus, you establish customer confidence... build the solid satisfaction that brings them back to you whenever they're in the market for an appliance or electric houseware.

The KitchenAid sales story is a "natural." Point up these outstanding advantages:

**Uniform Results:** KitchenAid's exclusive Planetary Mixing Action with self-scraping beater traveling around a stationary bowl, rotating as it travels, assures the same fine results every time. No part of bowl contents can escape the mixing action. No assistance with spoon or knife required.

**Plus power:** KitchenAid is powered for action. It handles any mix from a single egg white to pastry dough with ease... handles any attachment without the need for complicated "power boosters."

**Attachments:** What a range... what a sales booster. KitchenAid offers the most complete list.

Sell up to KitchenAid to satisfy. It pays!

**Speaking of Satisfaction.** Help your customers satisfy that urge for a better cup of coffee. Demonstrate the KitchenAid Coffee Mill. Put in some bean coffee... grind it into the measuring glass. The aroma of really fresh coffee will speak for itself.



## KitchenAid

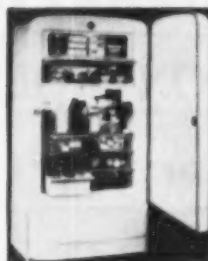
THE FINEST MADE

Built by Hobart  world's largest manufacturer of food machines.

KitchenAid Division • THE HOBART MANUFACTURING CO., TROY, OHIO

## ELECTRICAL APPLIANCE NEWS

### New Products



#### GIBSON Refrigerator

Gibson Refrigerator Co., Greenville, Mich.

Models: Special model G-860

**Selling Features:** Large, family-size 8 cu. ft. box; Gibson Freezer locker; Fresh'ner shelf combination; newly designed glass-top, sliding crisper drawer; 3 full width shelves and a small shelf provide 15.56 sq. ft. shelf area; vapor sealed, Hylux exterior; leveling screws on forward corners; snap-seal door latch; hermetically sealed Scotch Yoke mechanism.

Price: \$249.95

Electrical Merchandising, April, 1950



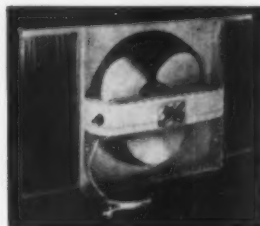
filter cleans dust and pollen from air; finger-tip control provides year 'round ventilation; stale air is pumped out quickly; quiet operation; 2-tone tan and dark ivory finish.

Console models No. 33 and 100 have  $\frac{1}{2}$  and 1 h.p. capacities; have all features of window models in veneer cabinets designed to eliminate projection beyond window so that window can be closed when desired.

Nos. 150 and 200 have  $\frac{1}{2}$  and 2 h.p. units respectively, are self-contained console type conditioners; may be equipped with ductwork attachments for conditioning multiple areas; selector switch controls "fan" and "cooling" operation—"fan" position provides circulation and ventilation without cooling, "cooling" position control works automatically through a thermostat to start and stop 2 hermetically sealed refrigeration systems in sequence, provide step-matic operation.

All models have hermetically sealed cooling systems.

Electrical Merchandising, April, 1950



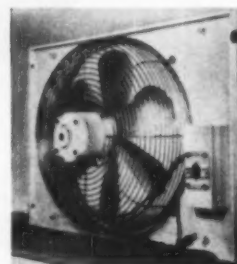
#### LAU Window Fans

The Lau Blower Co., Dayton, 7, Ohio

Device: "Niteaire" window fans NA-18-W and NA-20-W.

**Selling Features:** Both models have closer mesh rear guard for safety; variable speed switch; special resilient motor mounting; frost green baked enamel finish. NA-18-W has 1/15 h.p. motor; adjustable white plastic expanders fit windows to 38 in. wide. NA-20-W,  $\frac{1}{4}$  h.p. motor; 2500 cfm on high speed; deep venturi with deep pitch 20 in. blade; steel adjustable expanders have keyhole slots to fit any window up to 39 in.

Electrical Merchandising, April, 1950



#### SIGNAL Window Fans

Signal Electric Mfg. Co., Menominee, Mich.

Models: 5 new window fans.

**Selling Features:** Two of the 5 models, WR-122 and WR-162 feature electrically reversible capacitor type motors; a flick of a switch provides fresh air brought in from outside, or by turning switch to exhaust position clears rooms of smoke or stale air; all models have easy-operating wing nuts allowing telescopic panel to expand or contract to fit varying window sizes; WR-122 is a 12-in. reversible with one-speed toggle switch; delivers 800 cfm in each direction. WR-162 has 16-in. blade; 2-speeds each way; delivers 1500 cfm in each direction.

W-101, non-reversible, has 10-in. blade; 1-speed; 550 cfm.

W-121 non-reversible has 12-in. blade, 1-speed switch; 800 cfm.

W-201, non-reversible window fan; 20-in. blade; 30-speed switch on panel; delivers 2200 cfm.

Price: WR-122, \$30.72; WR-162, \$41.67; W-101, \$16.72; W-121, \$23.72; W-201, \$61.20

Electrical Merchandising, April, 1950

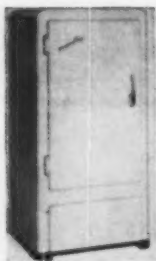


#### YORKAIRE Air Conditioners

York Corp., York, Penna.

Models: 6 room air conditioners.

**Selling Features:** Window models No. 12 and 23 have  $\frac{1}{2}$  and  $\frac{1}{4}$  h.p. units; use small window area; compact design permits minimum depth inside window; staggered-tube and corrugated fin design of cooling coil extracts excess moisture from air and provides cool, dry climate; 4-way airflow grille adjustable to draft-free circulation evenly; 7-ply, replaceable

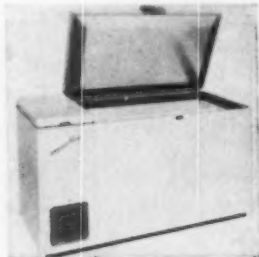


#### HARDERFROST Freezers

Tyler Fixture Corp., Niles, Mich.

**Models:** New line includes 3 upright models and 2 chest models.

**Selling Features:** Upright models available in 12, 18 and 30 cu. ft. capacities; large doors for easy access and maximum visibility; shelves frozen foods are stored on are cold plates, each inner compartment has its own door for maximum efficiency; outer shell of rust-resisting steel; all joints hermetically sealed; rounded corners; white, baked-on synthetic refrigerator enamel; new concealed hardware.



**Chest models redesigned;** Handy Freeze-Basket; self-balancing safety lid; adjustable wire dividers; center plate coil for freezing efficiency minimizes condensation; recessed base; temperature control knob with warning light; hermetically sealed compressor; 5-year warranty.

*Electrical Merchandising, April, 1950*



#### WARD Fans

Ward Industries Inc., 820 So. Pulaski Rd., Chicago 24, Ill.

**Models:** Twin-Breeze window model No. WC-14; Sky-Breeze deluxe twin fan No. WT-14; and Breeze-Master window or attic fan No. WS-14.

**Selling Features:** Twin-Breeze can be installed in standard vertical or horizontal casement windows or frames

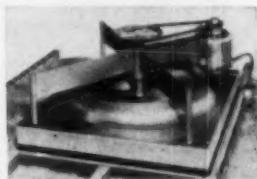


from 32 to 58 in. wide; balanced non-metallic propeller blades; shallow depth means a minimum protrusion into room; can also be used for attic ventilation; automatic louvers may be used at ceiling inlet; tandem square louvers are available for vertical or horizontal applications; silver grille guard; gray hammerloid finish 3-speed—4000, 2500 and 1500 cfm; operates on 2 1/15 h.p. G-E motors 60 cycles a.c., 110 volts; has 2 non-metallic balanced 14-in. propellers.

Sky-Breeze has adjustable flanges to accommodate windows from 27 to 58 in. wide; built-in automatic (outside) louvers open and close as fan starts and stops, providing outside weather seal; two 1/15 h.p. G-E single phase motors are 3-speeds—700, 1500 and 3000 cfm; 2 non-metallic propellers balanced for quietness; gray hammerloid finish.

Breeze-Master for window or attic installations, is adjustable for windows ranging from 22 to 32 in.; 3-speed switch control—600 to 2000 cfm; balanced non-metallic blades; 1/15 h.p. G-E motor; gray hammerloid finish. Also available in a constant speed 2000 rpm unit.

*Electrical Merchandising, April, 1950*



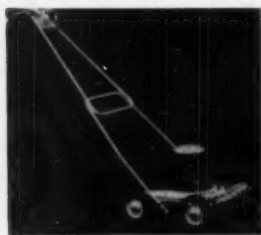
#### HUNTER Attic Fan

Hunter Fan & Ventilating Co., 400 S. Front St., Memphis, Tenn.

**Device:** Package attic fan with automatic ceiling shutter.

**Selling Features:** Vertical discharge fan designed for fast, low-cost installation; fan, motor and suction box all on one unit that is placed on attic floor; no screws, or bolts required; heavy rubber base provides air seal and cushion between fan frame and attic floor; 17 1/2 in. high—ideal for low-clearance attics; automatic ceiling shutter attaches to wood frame of ceiling opening with screws; light ivory baked enamel shutter and trim; available in 4750 and 6800 cfm capacities.

*Electrical Merchandising, April, 1950*



#### HUFFY-MOWER Power Mower

The Huffman Mfg. Co., Dayton, O.

**Device:** Huffly-Mower lightweight electric power mower.

**Selling Features:** Weighs less than 45 lbs.; run by a G. M. Delco motor; steel cutting disc connects directly to Delco motor; four 2 1/2 in. cutter blades swing around scythe-like at 1725 rpm in a 16 in. swath; centrifugal force keeps blades extended in cutting position; no belts, or gears; oil impregnated bronze wheel bearings; cuts grass from one to 3 in. high; 1/4 h.p. split phase, 50-60 cycle, 110V motor; equipped with mechanical overload protection device.

**Price:** \$49.95.

*Electrical Merchandising, April, 1950*

## PROFIT BY ITS Performance!



You can talk performance when you talk KitchenAid. After all, it's only natural that a manufacturer, using the knowledge obtained during many years of making dishwashers for the world's finest hotels and restaurants, should design a home dishwasher that assures surpassing performance.

The fact that users sing the praises of KitchenAid... laud its efficiency... its trouble-free operation... is proof of the pudding. It's a sales feature that sells. And there are many others such as:

**Front Opening,** compact, counter-height, with top free work surface.

**Quick, Easy Front Loading.** 2 independent racks for easiest dish-handling.

**Completely Automatic** in all cycles—wash, 2 power-rinses, circulated hot air drying. Auxiliary manual control to advance cycles.

**Complete, Thorough Washing.** Centrifugal pump circulates water through revolving wash arm. Six arm openings provide most complete, most powerful coverage.

**Rinse.** 2 separate power rinses through revolving arm provide most thorough rinsing.

**Self-Cleaning—Sanitary.** Water is continually strained during wash and rinse. Strainer is self-cleaning. Small food waste is washed down drain... coarse (lift out) strainer catches larger food particles.

**Drying.** Separately powered blower-fan forces electrically heated air through entire chamber.

# KitchenAid

THE FINEST MADE

Built by Hobart  world's largest manufacturer of food machines.

KitchenAid Division • THE HOBART MANUFACTURING CO., TROY, OHIO



Your  
Invitation to the

NEW HOME  
SEWING MACHINE

# 90<sup>th</sup> Anniversary Sale!

Backed by most  
powerful national  
ad program in  
New Home history!

New! Giveaways,  
thimbles, pins and  
tape measures  
... to pull 'em in!

New!  
Co-op admats  
in all sizes to  
help you tie-in!

NEW!  
booklets, folders  
... to clinch sales!

NEW Display material  
for your store

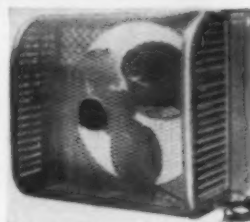
All materials co-ordinated ... all keyed to your store.  
Call your distributor today ... right now ... for full details!

NEW NEW HOME HOME  
LIGHT-RUNNING  
SEWING MACHINES

NEW HOME SEWING MACHINE CO., Rockford, Ill.; Beverly Hills, Cal.; Toronto, Can.

## ELECTRICAL APPLIANCE NEWS

New Products



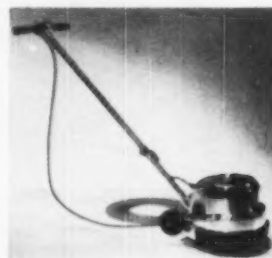
**INTERNATIONAL Window Fan**  
Fan Div., International Oil Burner Co.,  
St. Louis, Mo.

Model: International Home Breeze  
Conditioner.

**Selling Features:** Newly designed 20-  
in. cabinet window ventilating fan has  
spring-suspended motor for silent, no-  
vibration operation; direct-drive, 2-  
speed 1/2 h.p. motor with 3 clover leaf  
fan blades; delivers 2500 cfm low and  
3500 cfm high; metal expandable side  
wings fit windows from 25 to 37 in.;  
baked enamel cabinet.

Price: \$49.95.

Electrical Merchandising, April, 1950



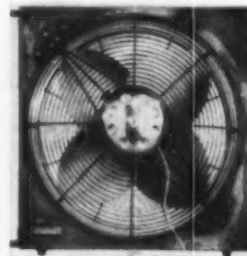
**JOHNSON Floor Machine**

S. C. Johnson & Son Inc., Racine, Wis.

Model: Super 12 all-purpose floor  
machine has been added to line.

**Selling Features:** Designed for use on  
moderate size floor areas; sands, steel-  
wools, waxes, scrubs and polishes with  
aid of instant-change accessories;  
motor and brush housing in single all-  
aluminum casting; has 2 non-marking,  
steel-reinforced special plastic bumpers  
—one high, one low—for double pro-  
tection against marring baseboards  
and furniture; self-leveling finger  
spring brush brackets provide even,  
uniform operations on uneven floors.

Electrical Merchandising, April, 1950



**BELCO Wind-O-Cool**

The G. J. Belter Electric Mfg. Co., 3830  
Olive St., St. Louis, 8, Mo.

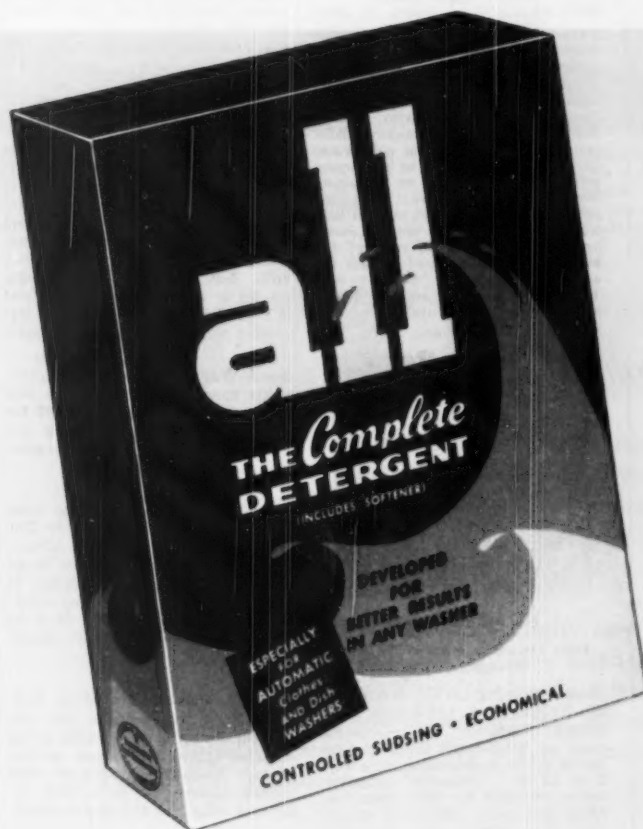
Model: 1950 Wind-O-Cool window  
fan No. W20R.

**Selling Features:** Reversible — flows  
in or out, up or down; chrome guard;  
aluminum, 4-blade type fan wheel; 3-  
speed motor; plastic expanders col-  
lapses to 25 in. or expands to 45 in.;  
easy to install; 3500 cfm; ivory finish.  
Price: \$49.95

Electrical Merchandising, April, 1950

*now* ... effective immediately!

# NEW LOW PRICES!



Sure to increase your store traffic!  
Sure to increase your appliance sales!

24 oz. pkg.  
was 49c

*now* 39c

10 lb. pkg.  
was \$2.95

*now* \$2.49

...and a brand new profit-maker for you—  
the 100 lb. fibre drum, retailing at \$22.

New low prices—the result of increased national  
demand for **all** ... Improved production efficiency ...  
lower unit cost.

The above are suggested retail prices.

## Plan more sales now!

Make the most of the new low prices on **all**. Display the new prices prominently. Stock plenty of **all**. Use **all** in every washer demonstration in your store, in homes of prospects. Plan an **all** Laundry Clinic now to boost your sales of Appliances. **all** is going places! Cash in on this deep-cut price reduction. Mail the coupon for full information.

### mail coupon

DETERGENTS, INC., 1147 Chesapeake Ave., Columbus, Ohio

Send me low prices, discounts on all sizes of **all**; name of distributor who can supply us; full information on your Laundry Clinics and other promotions.

Store Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_

We Sell \_\_\_\_\_

State \_\_\_\_\_

Automatic Washers \_\_\_\_\_

(name of washer)

# THE ONE WAY to ALL WASHING MACHINE PARTS



**YOUR  
CENTRALIZED  
ASSOCIATION  
JOBBER**



A-1 Master Electric Shop, Salt Lake City, Utah.  
Akron Washer Parts Co., Akron, Ohio.  
Allied Electric Appliance Parts, Inc., Philadelphia, Pa.  
American Electric Washer Co., Cleveland, Ohio.  
Appliance Parts Co., Indianapolis, Ind.  
Appliance Parts & Service Co., Seattle and Spokane, Wash.  
Awood's, Hartford, Conn.  
Cooper Washer Parts, Inc., Sioux City, Iowa.  
Detroit Appliance Parts Co., Detroit, Mich.  
Electric Appliance Parts, Waterbury, Conn.  
Flach's Washer Parts Co., Grand Rapids, Mich.  
Good Housekeeping Shop, Boston, Mass.  
Gopher Appliance Co., Minneapolis, Minn.  
Home Electric Inc., Youngstown, Ohio.  
Wallace Johnston Appliances, Inc., Memphis, Tenn.  
Ray Jones Washing Machine Parts & Service Co., Denver, Colo.  
Krystone Washer Parts Co., Philadelphia, Pa.  
Klinker Brothers, Cincinnati, Ohio.  
Mar-Cone Appliance Parts Co., St. Louis, Mo.  
W. L. May Co., Inc., Portland, Oregon.  
Midwest Appliance Parts Co., Inc., Chicago, Ill.  
Minnesota Appliance Parts Co., St. Paul, Minn.  
Morley's Washer Parts Co., Buffalo, New York.  
Pearl Appliance Corp., Cleveland, Ohio, and Dallas, Texas.  
D. J. Phelan Sons, New York, New York and Newark, N. J.  
Precision Parts Co., Akron, Ohio.  
Pritchard Electric Co., Oklahoma City, Okla.  
R. and S. Parts Co., Milwaukee, Wisc.  
Radio Electric Service Co. of Penna., Philadelphia, Pa.  
Refrigeration Equipment Co., Kansas City, Mo., Wichita, Kan., and Topeka, Kan.  
Refrigeration Supply Co., Harrisburg, Pa.  
Refrigeration Supply Co., Richmond, Va.  
C. J. Roberts Engineering Co., Springfield, Mass.  
Servall Co., Detroit, Mich.  
Shand Radio Specialties, Flint, Mich.  
The C. W. Smith Co., Chicago, Ill.  
Starr Electric Supply Co., Houston, Texas.  
C. E. Sundberg Co., Chicago, Ill.  
Tribble's Inc., Washington, D. C.  
Wash Machine Parts & Sales Co., St. Louis, Mo.  
Washer Sales & Service Co., Pittsburgh, Pa.  
Washing Machine Parts Co., Inc., Los Angeles, Calif., San Francisco, Calif., and San Diego, Calif.  
Wynar Parts and Service Co., Rochester, N. Y.

WITH the cooperation of the washing machine manufacturers the above leading parts jobbers carry ample stocks of parts for ALL washing machines. This "ONE-STOP" source of supply enables you to secure the part you need without waiting, and to repair your customers' washing machines promptly. This saves you time, builds good-will and adds to your service profits. Look for the Association parts jobber in your vicinity. You can depend upon him for the washing machine parts you need for servicing.

Write your nearest Association jobber to receive your free monthly copy of Service Fax.

**APPLIANCE PARTS JOBBERS ASSOCIATION, INC.**

A NATIONAL ORGANIZATION • EXECUTIVE OFFICE, DETROIT, MICH

## ELECTRICAL APPLIANCE NEWS

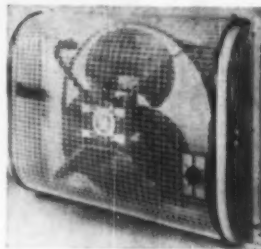
### New Products



**WHITE Water Heater**  
White Products Corp., Middleville, Mich.

**Device:** White table top automatic water heater.  
**Selling Features:** Available in 30 or 40 gal. capacities; 1-piece porcelain enamel table top for kitchen or utility room use; equipped with Water-Hotter, a specially designed baffle plate that turns incoming cold water back on itself, causing it to be warmed gradually, then sends it to top piping hot; 34-in. Fiberglas insulation; galvanized tank interior; built-in heat trap; immersion type units transfer heat directly to water; recessed toe base; thermostat mounted on tank for accurate temperature control; new Thermo-Disc device assures double protection; easy to install.

*Electrical Merchandising, April, 1950*



**NU-AIR Windofans**

Meier Electric & Machine Co., Inc., Indianapolis, 7, Ind.

**Models:** RW202, 20 in.; RW242, 24 in.; NA20C, 20 in., and RW162 16 in.  
**Selling Features:** New automatic timer on RW202 and RW242; turns fan off at any predetermined time from 0 to 12 hrs.; "Rubride" propeller-motor mounting for quiet operation; offset prop gives thinness—4" thinner than most models; also two 12-in. models and Filtr-Fan filters as it cools.

*Electrical Merchandising, April, 1950*



**MAJESTIC Heater-Range**  
The Majestic Mfg. Co., St. Louis, Mo.

**Device:** "Two-Fuel" single oven range with room heater that cooks and bakes

while it heats with oil, coal or wood.  
**Selling Features:** Oven operates on either fuel separately or both at the same time; greater top-of-stove cooking surface is provided when electric and heating sections are used at once, providing space for 8 large pots or pans; "Temptrol" oven with an automatic thermostat, timer and clock control plus a "Heat Collector" which holds heat in oven to conserve fuel; waist-high top-of-oven broiler; 4 large Thermo-Kleen Monotube elements; 3-way broiling pan for roasting, basting and making gravy; heat indicator shows exact oven temperature when using oil, coal or wood; room heating section provides 2-way heat-circulating and radiating.

*Electrical Merchandising, April, 1950*

### New Product Briefs

An electri-kit to convert any foot-pedal sewing machine to electric operation has been announced by The Electric Motor Corp., Div. Howard Industries, Racine, Wis. Equipped with an EMC sewing machine motor, foot pedal rheostat, lamp set, bracket, bolts, belt, pulley and instructions, the kit is available in three models: S-1 for Singers; W-1 for White machines; and R-1 for all other types.

Sto-A-Way Co., Aurora, Ill., recently announced a combination iron rest and holder designed to rest the iron on the board while ironing, and to hang up the iron for storage after use. Retail for \$1.

Werko is the name of a new laundry soap recently introduced by The M. Werk Co., Murray Ave., Cincinnati, 17, O. Designed for use in an automatic or conventional washer, it needs no water softener, and rinses freely and easily. Comes in 10 or 25 lbs., in galvanized pail with plastic measuring cup.

John I. Paulding Inc., New Bedford, Mass., announces a new duplex surface outlet. Two double-spring phosphor-bronze clips assure positive contact. Enclosed in brown or ivory molded plastic case it is ideal for home or office use, and easy to install.

Yellow-Flash 8 is the name of a new flashlight made by Justrite Mfg. Co., 2061 N. Southport Ave., Chicago, 14, Ill. A square battery case housing eight standard flashlight cells; delivers a reported 2500 ft. beam. A standard 6-volt lantern battery may be substituted. Lists at \$3.95 less batteries.

### Correction

In the *Blackstone Washer* New Product item appearing on page 152 of the February issue, the price of the No. 330 wringer washer with Hydrosput was listed as \$150.95. The right price is \$159.95.



# MURRAY

brings you today's biggest KITCHEN PROFIT NEWS!



Ultra-modern cabinet sinks, matching wall and base cabinets. The big 66" cabinet sink above is the super deluxe model. Then there's the deluxe 54" and standard 54"; the single drainboard 42". Cabinets of almost any size and shape to suit every need!



Just one of a complete line! 40" model with fourth surface unit convertible to deep-well cooker, automatic pre-heat oven thermostat, automatic oven timer clock, many other features. Line includes three 40" ranges, besides compact 20" and 36" sizes.



Just one of a complete line! 40" with an extra-large oven, burner bowls are stamped right into one-piece range top, clear-vue oven door, smokeless broiler pan and grid, many other features. Three 40", in addition to 20" and 36" ranges complete the line.

# MURRAY

one of the nation's large and well-known manufacturers, with ten years' experience in the manufacture of Home Appliances, now brings your customers all-new...all-steel kitchens—richly coated with durable, high-baked enamel...and a line of all-new electric ranges and gas ranges!

## MURRAY

offers this new, ground-floor opportunity now! This is the time to get into the profitable kitchen appliance business. And, if you're already established, here are new, complete lines that afford profit opportunities not just for a few months but all year 'round!

## MURRAY

sales features are unsurpassed! Your customers will marvel at the Murray kitchen's new beauty, new performance, new ease of cleaning, new conveniences, new usefulness!

IF YOU ARE A WHOLESALER,  
kindly write on your letterhead.  
IF YOU ARE AN APPLIANCE DEALER,  
kindly forward coupon.

The Murray Corporation of America  
Home Appliance Division  
Scranton, Pa.

Gentlemen: Kindly forward full details.

Name \_\_\_\_\_  
Address \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
City \_\_\_\_\_

# MURRAY

urges you to get full particulars now. Send convenient coupon. Meanwhile, watch for further announcements!



## Sales Point

A finger runs down one of the 'yellow pages' of the Classified Telephone Directory . . . and stops at *your* listing or ad.

That's where many a prospect starts on her shopping trip . . . to your store. That's where many a sale begins.

Letting the 'yellow pages' point up sales for you in this way is a mighty important factor in building new business. Nine out of ten shoppers depend on the 'yellow pages' for buying information.

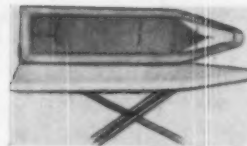


AMERICA'S  
BUYING GUIDE  
FOR OVER  
60 YEARS

### ELECTRICAL APPLIANCE NEWS

*New Products*

#### NON-ELECTRICS



##### PROCTOR Ironing Table Pad

Proctor Electric Co., Philadelphia, Pa.

*Device:* Vat-dyed, pre-shrunk ironing table pad and covered in 4 colors.

*Selling Features:* Spring-stretchers make a drumtight fit on any ironing board, metal or wooden; available in blue, yellow, beige or white.

*Price:* \$3.95.

*Electrical Merchandising, April, 1950*



##### MAGICOOK Pressure Cooker

Traube Products, Inc., 936 Bergen St., Brooklyn, 16, N. Y.

*Device:* 2 qt. Magicook pressure cooker.

*Selling Features:* Heavy cast aluminum; precision-fit easy locking dome cover; thermo-setting plasti-cool handles; pre-selective "measured pressure" gauge automatically maintains 5, 10 or 15 lbs. pressure; Magicap-over-pressure plug for extra safety.

*Price:* \$5.95

*Electrical Merchandising, April, 1950*



##### WEBB Wrapabout

Webb Mfg. Co., Fourth & Cambria Sts., Philadelphia, 33, Pa.

*Device:* Webb adjustable "Wrapabout" for radio and television sets.

*Selling Features:* Adjustable padded, quilted cover, designed to fit everything from a table TV set to a radio or TV console up to 44 in. wide, 25 in. deep, 42 in. high; completely protects vulnerable parts of sets; available in 4 models: No. 45 is an adjustable carrying case which enables a salesman to carry a table model for home demonstration; No. 46, for console models and consolettes up to 30 in. wide x 25 in. deep x 44 in. high; No. 48 for average console models; No. 49 for larger consoles 44 x 25 x 52 in.

*Prices:* From \$9.85 to \$13.50.

*Electrical Merchandising, April, 1950*

##### BLOSSOM Appliance Covers

Blossom Mfg. Co., Inc., 915 Broadway, New York 10, N. Y.

*Device:* Complete line of plastic film covers for coffee makers, toasters, washing machines, mixers, etc.

*Selling Features:* Protects equipment from dust, dirt and dampness.

*Electrical Merchandising, April, 1950*

Get full information today from your local telephone business office.



ONLY THE BEST CAN BEAR THIS CREST!



**Gibson**

*Most beautiful range  
in America!*



SEE THE FULL LINE OF GIBSON ELECTRIC RANGES

...and the  
**PROFITS**

"How beautiful!" "How stunning!"

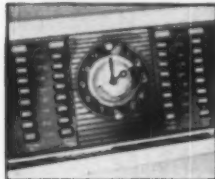
These are the delighted exclamations you hear from women, young and old, when they see this glorious new Gibson on your floor. Its beauty is not merely breathtaking—it's also sales closing. With 4 women in 5, to see this Gibson is to want it. To eye it is to buy it! So if you're in business to get business, contact your Gibson

**RIGHT AWAY! GIBSON**

REFRIGERATOR COMPANY, Greenville, Michigan.

Copyright 1950 Gibson Refrigerator Co.

Perfection of Push-Button Cooking! All Controls Out of Steaming Zone.



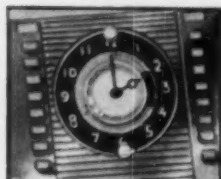
2 Easy-Clean Hot Wall Ovens with ConSealed Heating Unit!



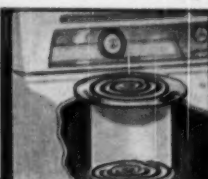
**THESE EXCLUSIVE  
GIBSON FEATURES  
MAKE GIBSON  
IRRESISTIBLE!**



5-Way Automatic—Self Starting, Self Regulating, Self Stopping.



2100-watt Ups-A-Daisy DOWN 6 qt. Deepwell, UP 7-speed Surface Unit — Automatic either way.



Beautiful Full-width Fluorescent Light



NO SWEETER SOUND THAN THE  
ELECTRICAL MERCHANDISING—APRIL, 1950

TINKLE OF PROFITS THESE GIBSON FEATURES BRING YOU!



**Presto**  
AUTOMATIC  
**Vapor-Steam Iron**

# Acclaimed!

**By HOMEMAKERS:**

"THE MOST  
AMAZING  
IRON EVER  
INVENTED!"



"Saves me money  
on expensive  
pressing bills."

"Does my ironing with less  
effort in half the usual  
time..."

"Now I iron most clothes  
without sprinkling..."

"So light weight, so easy to use,  
it makes ironing and pressing  
fun..."

"Steams up to 1½ hours on 8  
ounces of ordinary tap water..."



**By DEALERS:**

"THE FASTEST  
SELLING  
COMBINATION  
STEAM AND DRY  
IRON ON THE  
MARKET!"



"PRESTO consumer accept-  
ance terrific... double  
original order please!"

"Orders piling up... please,  
more irons."

"How about getting us  
more irons?"

"Sales reaction phenomenal...  
more irons faster, please!"

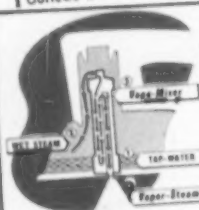
RETAILS AT **\$17<sup>95</sup>** FED. TAX. INCL.

A tremendous selling success everywhere... *The Most Amazing Iron Ever Invented*... "Amazing for ironing and pressing ease," say homemakers... "Amazing for fast sales and profits," say dealers. Made by National Pressure Cooker Company, pioneer of steam controlled home appliances, the PRESTO VAPOR-STEAM IRON is being introduced across the nation with hard-hitting, co-ordinated advertising and merchandising campaigns... and is being sustained in every market with the same hard-selling national advertising that has made PRESTO the "hottest" sales and profits line in housewares history.

To be sure of your share of PRESTO VAPOR-STEAM IRON profits, order today!

**WATCH FOR INTRODUCTION  
THROUGHOUT THE  
MIDWEST MAY 1**

Hundreds of dominating, hard-selling newspaper advertisements, up to full pages, will appear launching this newest PRESTO product!



**EXCLUSIVE**

**PRESTO  
VAPOR-  
STEAM  
IRON**

**Features:**

✓ The "VAPO-MISER"... uses ordinary tap water... no distilled water needed because the patented "VAPO-MISER" distills its own. Fully automatic—it converts tap water to steam, dries and super-heats it for a smooth flow of VAPOR-STEAM. No drops, no spots! ✓ The only steam iron with both True-Ironing Heat Indicator and Finger-Tip Temperature Selector ✓ Wrinkle-proof Round Heel ✓ Light weight, only 3¼ pounds.



**GIVEN...COMPELLING,  
SELF-SELLING  
DISPLAY UNIT...**

Included at no extra cost with every master carton of three PRESTO VAPOR-STEAM IRONS, this attractive, colorful counter or window display "Tells and Sells." Easily assembled, sturdy, uses a minimum of space for maximum sales results.

**NATIONAL PRESSURE COOKER COMPANY**

General Offices and Factory: **EAU CLAIRE, WISCONSIN**

Branch Factories: **Los Angeles, Calif. • Wallaceburg, Ont., Canada**

WORLD'S LARGEST MANUFACTURER OF  
PRESSURE COOKERS AND CANNERS

# ELECTRICAL APPLIANCE NEWS

## New Products

### TELEVISION



#### PILOT Telesets

Pilot Radio Corp., 37-06 Thirty-Sixth St., Long Island City, 1, N. Y.

Models: TV-125 console and TV-161 table teleset.

**Selling Features:** TV-125 has a 12½-in. picture tube; new phase-controlled built-in antenna; FM radio and phono-jack for phono connection; matched supporting cabinet with doors; sliding drawer for phono turntable; continuous tuning; mahogany finish.

TV-161 table model has a 16 in. picture tube; new phase-controlled built-in antenna; full FM radio and phono-jack for easy connection to phonos; continuous tuning allows greater ease in station selecting; cabinet of 4-in. stock in mahogany or limed oak.

**Prices:** TV-125, \$239.50; TV-161, \$319.50.

Electrical Merchandising, April, 1950



#### MAGNAVOX Telesets

The Magnavox Co., Fort Wayne, Ind.

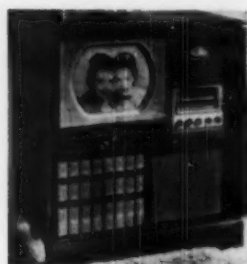
Models: Shoreham "200", Constellation II, improved Avenue, and American Traditional.

**Selling Features:** Shoreham "200" has a 19-in. picture tube; Magnatenna; built-in filter to eliminate eyestrain and glare; automatic gain control; and a 12-in. high fidelity Magnavox speaker; mahogany or maple console cabinet.

Constellation II has a Magnascope "150" picture system with 16-in. tube, built-in filter; Magnatenna; automatic controls; mahogany or blonde table size cabinet.

Deluxe Avenue console radio-phono has been improved to include a television system with a 12½ in. picture tube; simplified automatic controls; built-in antenna; AM and Armstrong FM radio; 12-in. Magnavox dynamic speaker; 3-speed Magnavox record changer; console cabinet in white oak finish.

American Traditional combination radio-phono-television; has AM-FM radio reception; 12-in. Magnavox elec-



trodynamic speaker; 3-speed record changer with Magnavox Pianissimo feather-touch pickup; single tone arm plays all types of records; Magnascope TV includes a 16-in. picture tube, instant tuning, simplified controls; built-in antenna; Magna-Lok automatic synchronizing circuit; colonial style cabinet in mahogany. Also available as a radio-phono combination with the Magnavox Add-a-television feature.

**Prices:** Shoreham "200", \$495; Constellation II, \$299.50, mahogany, and \$315, blonde; Avenue, \$439.50; American Traditional, \$595; as a radio-phono with Add-a-television feature, \$325.

Electrical Merchandising, April, 1950



#### CAPEHART TV Consoles

Capehart-Farnsworth Corp., Fort Wayne, Ind.

Models: "Concert Grand" No. 4002 and Oxford M3008-M.

**Selling Features:** "Concert Grand" deluxe, top-of-line television-phono-radio combination console has a 16-in. picture tube; Polatron cathode ray tube which provides a filtering and flare-reducing action; AM and FM radio reception; automatic 3-speed record changer in English 18th century cabinet with paneled doors; special antenna enclosed within cabinet provides a control knob which permits electronic phasing equivalent to mechanical rotation of antenna; 29 tubes plus picture tube and 2 rectifiers; 12-in. PM Alnico V speaker; single tone arm with reversible cartridge on automatic changer.

Oxford has a 16-in. picture tube; Polatron tube is available at slight additional cost; Magnatenna enclosed within cabinet; 23 tubes plus picture tube and 2 rectifiers covers 12 channels; provision for connecting a record player; 12-in. PM Alnico V speaker; mahogany English 18th century cabinet.

**Prices:** "Concert Grand", \$795; Oxford, \$489.50.

Electrical Merchandising, April, 1950



#### SIGHTMASTER Telesets

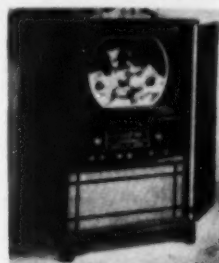
Sightmaster Corp., 20 E. 35th St., New York 16, N. Y.

Models: Staunton and Westchester, TV consoles.

**Selling Features:** Both models have 19-in. picture tubes, the patented Sightmirror, deluxe chassis, DuMont Imputuner, full FM radio, and are equipped with phono attachment; mahogany or blonde finishes.

**Prices:** Staunton, \$449.50; Westchester \$479, blond extra.

Electrical Merchandising, April, 1950



#### ANDREA Teleset

Andrea Radio Corp., 27-01 Bridge Plaza No., Long Island City, 1, N. Y.

Model: Andrea "Normandy" console. **Selling Features:** Has a "filtered light" 19-in. picture tube protected by safety laminated glass; correlated chassis has 30 tubes including 4 picture IF stages for high sensitivity; 206 sq. in. picture; AM and FM radio; built-in provision for record player; picture lock prevents image jumping; "Sharp-focus" built-in antenna; mahogany cabinet with full length swinging doors; 12 in. speaker.

**Price:** \$649.50

Electrical Merchandising, April, 1950



#### DEWALD TV Console

DeWald Radio Mfg. Corp., 35-15 37th Ave., Long Island City, 1, N. Y.

Model: De Wald King Size TV console No. DT-190.

**Selling Features:** Has a 19-in. picture tube; large 10-in. auditorium speaker; built-in antenna; synchro-hold lock-in circuit; 23 tubes including 2 rectifiers and damper tube; 13 channels; mahogany cabinet.

**Price:** \$399.95.

Electrical Merchandising, April, 1950



#### TRANS-VUE TV Console

Trans-Vue Corp., 1139-41 S. Wabash Ave., Chicago, 5, Ill.

Model: Aristocrat No. 610 console.

**Selling Features:** 16-in. picture tube with 150 sq. in. picture; Eye-level viewing; Eas-O-Matic 1-knob picture-sound tuning; Magna-Tenna; built-in antenna Perma-magnet focalizer and phonograph plug-in adaptor; Synchro-set tuner provides good fringe-area performance; Honduras mahogany cabinet also blonde or limed oak.

Electrical Merchandising, April, 1950



#### TRAV-LER TV Consoles

Trav-Ler Radio Corp., 571 W. Jackson Blvd., Chicago, 6, Ill.

Models: No. 12L50A and 16R50A.

**Selling Features:** No. 12L50A has a 12½-in. no-glare black picture tube; nearly 100 sq. in. picture; No. 16R50A has giant 16-in. rectangular no-glare black picture tube; nearly 150 sq. in. picture. Both models have pushbutton tuning; built-in aerial; 12 station coverage; automatic lock-in picture circuit; 21 tubes plus 2 rectifiers; Alnico-V speaker; mahogany cabinet.

**Prices:** No. 12L50A, \$199.95; No. 16R50A, \$249.95.

Electrical Merchandising, April, 1950



#### EMERSON Record Player

Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York, N. Y.

Model: No. 625 3-speed automatic record player.

**Selling Features:** Designed for continuous playing and changing of 7, 10 or 12 in. records on 3-speeds; compact Bakelite table model cabinet; Alnico 5PM dynamic speaker; tone control; automatic record-rejection button.

**Price:** \$54.95.

Electrical Merchandising, April, 1950

Pin  
down  
these  
profitable

## APPLIANCE SALES!

Your big-profit appliance sales are right at your finger-tips when you use **DODGE REPORTS**. You get sales-making facts that show you the active prospects for appliances among —

**new apartment buildings, banks, hospitals, schools, churches, theatres, homes, factories**

— in fact, every type of new construction where electrical appliances will be bought.

You are told **WHERE** to go . . . **WHO** to see . . . **WHAT** to talk about to get this business! And you can have this information for any area you specify, any type of construction, or any stage of the construction work.

**THUS**, with **DODGE REPORTS**, you can be first in the **right place** — at the **right time**; you know **who** is involved in each project (name of owner, architect, engineer, contractor) — **where** and **when** to contact proper individuals for presentation of your proposition.

**DODGE REPORTS** save you time, save you "leg work." They enable you to go straight to your active prospects with a sales talk based upon known facts — at the proper moment for effective results.

Let us show you, without obligation, how **DODGE REPORTS** can help you pin down the big-profit appliance sales in the new construction market.

### MAIL THIS COUPON

YES — I want to know about the profitable **Appliance Sales** in new construction. Without cost or obligation, show me how I can use **DODGE REPORTS** in my business. (I do business East of the Rockies only.)

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_

**F. W. DODGE CORPORATION**

Construction News Division  
119 West 40th Street, New York 18, N.Y.

(EM-450)

**F. W. DODGE  
CORPORATION**

## ELECTRICAL APPLIANCE NEWS

### New Products

#### RADIO



**RCA VICTOR Radio-Phonos**  
RCA Victor Div., Radio Corp. of America,  
Camden, N. J.

**Models:** Traditional A-78 and 18th Century A-106 radio-phonos consoles with 2 turntables.

**Selling Features:** Separate automatic "45" changer for 45 rpm records and a dual-speed turntable for 78 and 33 $\frac{1}{3}$  rpm discs are included in both models; Traditional A-78 features a 4-panel front with upper 2 panels of decorative wood and the lower 2 in figured fabric; a 2-band radio at right and the 45 rpm record changer in special roll out drawer at left; 3 storage compartments hold 196 single 45 rpm records or 24 albums; roll-out drawer containing dual-speed changer is at bottom left; radio has 6 tubes and 1 rectifier. Model A-106 has 5 wood panels around a decorative speaker grille; separate 45 rpm record player is mounted in roll-out drawer behind wood panel at top left, dual-speed turntable in similar drawer at top center; RCA Victor FM-AM radio at top right. Storage compartments for records of all speeds are at bottom on both sides of speaker grille.

**Prices:** A-78, \$199.95 in mahogany or walnut; \$209.95 in lined oak. A-106, \$269.50 in mahogany or walnut; \$285 in blonde.

*Electrical Merchandising, April, 1950*



**VOCATRON Intercommunicator**  
The Vocaline Co. of America, Inc.,  
Old Saybrook, Conn.

**Device:** Vocatron carrier-call, "wireless" 2-way intercommunicator.

**Selling Features:** Requires no installation; plugs into any 110 volt outlet; weighs 4 lbs.; provides instantaneous communication between any two sets with similar frequency settings on same power line within approximately one mile; suitable for business inter-department communication; on farm, in home, and as a "baby sitter".

**Price:** \$69.50

*Electrical Merchandising, April, 1950*



**RCA-VICTOR Record Players**  
RCA Victor Div., Radio Corp. of America,  
Camden, N. J.

**Models:** 45-EY table model 45 rpm phonograph and 45-J automatic 45 record-player attachment.

**Selling Features:** 45-EY is a styling variation of original table instrument 9-EY-3 at a lower price; and 45-J is a style-modified version of 91Y. 45-EY has a cabinet with gold finish top and maroon base, red turntable mat and black spindle cap; maroon tone arm with golden tip; contains its own amplifier and loudspeaker.

45-J has a red turntable mat; black spindle cap; can be connected to play through any radio, radio-phonograph or TV instrument.

**Prices:** 45-EY, \$29.95; 45-J, \$12.95

*Electrical Merchandising, April, 1950*

#### Antenna Briefs

**RADION CORP.**, 1137 N. Milwaukee Ave., Chicago, announces a packaged conical Radion TA-51 window-mount antenna to fill the gap between portable indoor and outdoor types. The conical TA-51 has four triple chrome-plated telescoping dipoles, a chrome-plated mast, and a Bakelite head. Completely weatherized it retails for \$9.95.

**RADIART "TELE-ROTOR"**, a new antenna rotator unit, announced by The Radiart Corp., Cleveland, O., will  
(Continued on page 156)



**V-M Portable Phonos**  
V-M Corp., Benton Harbor, Mich.

**Models:** 3 new portables: Tri-O-Matic 8025-A; No. 105 and 100-A.

**Selling Features:** Tri-O-Matic 8025-A features automatic operation at all three speeds: 33 $\frac{1}{3}$ , 45 and 78 rpm; automatic intermix playing of 10- and 12-in. records of same speed; automatic shut-off; single needle Unipoint cartridge; 3-tube amplifier including rectifier and a 5 in. Alnico speaker; leatherette cabinet.

Model 105 is the Model 100-A in a leatherette case; both units feature three speed operation; 3-tube amplifier; 4 in. speaker; single needle plays all records; new ceramic all weather moisture resistant cartridge.

**Prices:** Tri-O-Matic 8025-A, \$69.95; No. 105, \$37.50 and No. 100-A, \$31.50.

*Electrical Merchandising, April, 1950*

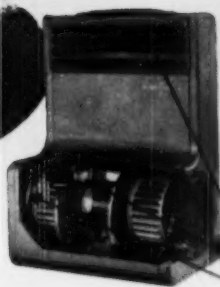




You can depend on it!

# Superfan

**WILL  
BE THE  
HOTTEST HOT  
WEATHER  
SELLER  
IN 1950!**



- Adjustable Outlet Grille Directs Air Where You Want It.
- 3-Speed, Silent, Rubber Mounted Motor.
- Balanced Twin Cage Type Impellers Blow Air Faster, Farther.
- Removable Guard Grilles For Easy Cleaning.

## THE HOTTER IT GETS...THE FASTER IT SELLS!

Plan now for big profits with SUPERFAN! SUPERFAN has more outstanding, easy-to-sell features than any other air circulator on the market today! It's completely SAFE. No dangerous fan blades to cut fingers or tear clothing. Can be used in dozens of ways the year around. Every SUPERFAN sale leads to more SUPERFAN sales because every customer becomes an enthusiastic salesman for SUPERFAN! Get the full details about the proven, high profit "Summer Special" SUPERFAN sales program. Send coupon below, now!

### SAFE! No Dangerous Fan Blades



The greatest safety story ever told! No nipped fingers or torn clothing.

### HAS DOZENS OF USES



**GET SET NOW FOR THE  
BIG-Superfan SUMMER SPECIAL  
WRITE TODAY FOR FREE COMPLETE  
PROMOTIONAL PLAN AND  
SALES KIT, .....**

**DEALER  
SALES  
KIT**

To: QUEEN STOVE WORKS, INC., Dept. E04  
Albert Lea, Minnesota

Rush at once full details about Big SUPERFAN "Summer Special" Profit Building Promotion.

We are a dealer ☐ a distributor ☐

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

By (name) \_\_\_\_\_

# POWER-DRIVEN adds \$50 Value *and*

in the Sensational New  
**EUREKA**

AUTOMATIC S-250

"3 in 1" WONDER  
CLEANER

**4 out of 5**  
are definitely interested  
in power-driven floor polisher

## IMPORTANT

—Research shows that nearly 100% of all homes have one or more rooms that need waxing and polishing on floor... Somewhere in home linoleum is cleaned 75 times a year.

### THE THREE GREAT NEW EUREKAS

#### A Complete Cleaner Department

Three New Eureka Cleaners, that's all you need... and you're in business! Low cost inventory—hot merchandise—quick sales—big profits.

#### NEW MODEL "600" TANK

Popular priced,  
powerful, all steel,  
and excellent set  
of cleaning tools.



#### NEW MODEL "700" AEROMATIC TANK

Super-powered,  
all steel, no bag  
to empty, and  
complete set of  
cleaning tools.



## A POWER-DRIVEN POLISHER FOR BARE FLOORS

No need to pay \$50.00 for a separate floor polisher. The new Eureka S-250 with its power-driven floor polisher brush does a beautiful professional job on bare floors and linoleums. Use a good paste wax—let it dry fast—then put Eureka to work for a hard, high shine. Smart dealers give Power-Drive Floor Polisher in exchange for trade-in cleaner.



## EVERYTHING

about this promotion *clicks!*

It really works. It's the hottest deal in the cleaner business! Get in touch with your nearest Eureka branch or distributor and boost your cleaner department profits to a new high!

# FLOOR POLISHER

## *terrific* sales appeal

### HERE'S PROOF!

Consolidated Gas & Electric Co.,  
Baltimore, Maryland

with one ad in one week

**SOLD**

**85** "3 in 1" WONDER CLEANERS  
with Power-Driven Floor Polisher  
**20** OTHER EUREKAS  
**105 TOTAL**

**IMMEDIATE  
PROSPECT INQUIRY  
WAS TREMENDOUS**

By telephone—by coupons—and by customer calls at the main store, a flood of "hot", saleable prospects wanted to know right now about the Sensational New Eureka Automatic "3 in 1" Wonder Cleaner. Many bought in the store at once as a result of good store demonstration — others requested immediate FREE TRIALS in their homes. By the end of the 1st week the following results were obtained from the one newspaper ad . . .

|                                 |            |                             |
|---------------------------------|------------|-----------------------------|
| Prospects by telephone . . .    | 57         |                             |
| Prospects by coupon . . . . .   | 9          |                             |
| Prospects in store . . . . .    | 59         |                             |
| <b>Total</b>                    | <b>125</b> | <b>Prospects (one week)</b> |
| Eurekas sold in store . . . . . | 38         |                             |
| Eurekas sold in homes . . . . . | 67         |                             |
| <b>Total</b>                    | <b>105</b> | <b>Sales (one week)</b>     |



**ONE SALESMAN MADE 26**  
home demonstrations — closed 22 retail  
sales for the S-250! Can you beat that record?

AT THE GAS & ELECTRIC CO....

**GREAT INTRODUCTORY OFFER!**

**10 DAY FREE TRIAL**

**ONLY \$1.00 DOWN**

**SENSATIONAL NEW "3 in 1" WONDER CLEANER**  
with power-driven floor polisher

**IT MOISTENS!**  
**IT CLEANS!**

**1** EVERYTHING YOU GET IN A HOUSEHOLD IS CLEANER!

**2** THE MOST EFFICIENT CLEANER FOR FLOORS AND CARPETS!

**3** A POWER-DRIVEN FLOOR POLISHER!

**NEW 1950 EUREKA Automatic MODEL S-250**

**SPECIAL SALE! SAVE \$30.00!**  
**\$39.95**

**ONLY \$1.00 DOWN**  
EASY MONTHLY PAYMENTS  
Small weekly charge  
For Limited Time Only

**10 DAY FREE TRIAL**  
**PHONE**

**The Gas & Electric Co.**  
Lexington & Liberty Sts.  
LEXINGTON ROOM — Extension 2444 or 2443

**100" (5 col. 20")**  
"3 in 1" Wonder Cleaner promotion ad run by Consolidated Gas & Electric Co., Baltimore, in Sunday Baltimore "Sun", February 6th. Cost \$420.00—Sold 105 Eureka's first week, advertising expense — less than 5% of net sales FIRST WEEK. (Many more sales expected — this many already CLOSED!)

# EUREKA

## *A New Kind of Cleaner*

Eureka Williams Corporation, Bloomington, Illinois



**At Last! .. A positive,  
low priced answer to  
tank rust, corrosion and  
leakage  
problems!**

Section of Sepco hydraulic  
stone lining. It cannot rust  
or corrode.

**Sepco**  
**STONESTEEL**  
**ELECTRIC WATER HEATERS**

**Tanks lined with  $\frac{3}{8}$ " thick hydraulic stone!**

**✓ LOW FIRST COST**

... lower than any other electric  
water heater of equal permanence.

**✓ 20-YEAR WARRANTY**

**✓ CLEAN WATER**

... from a tank protected indef-  
initely against rust and corrosion.

**✓ FAR LONGER TANK LIFE**

... even under the most corrosive  
water conditions.

Now, at lowest prices in electric water heating  
history, you can offer customers positive protection  
against tank rust, leaks and premature failure . . .  
*even in localities where the water is highly corrosive.*

Sepco Stonesteel electric water heaters are equip-  
ped with hydraulic stone lined tanks that have been  
field tested for many years, and fully proved. Tanks  
last indefinitely—are guaranteed for 20 years—com-  
pletely eliminate rust, corrosion and resulting leak-  
age problems common to galvanized tanks. The  
interior lining of sturdy  $\frac{3}{8}$ "-thick stone holds the  
water. The outer metal shell simply confines the  
water pressure.

The market for this outstanding new electric water  
heating development is a big one! Write or wire  
today for full details.

**SEPCO CORPORATION**

Makers of the first storage type electric water heater  
**POTTSTOWN, PENNA.**

**ELECTRICAL APPLIANCE NEWS**

*New Products*

handle as much as 150-lb. load with  
ease. Weatherproof housing keeps out  
water, snow and ice; heavy-duty mo-  
tor reverses by remote fingertip con-  
trol switch; will handle any size mast  
from  $\frac{1}{2}$  in. up to 2 in. diam.

**RECORDERS**



**AMPRO Tape Recorder**

Ampco Corp., 2835 N. Western Ave.,  
Chicago, 18, Ill.

Device: Ampco Magnetic Tape Re-  
corder and Playback Unit No. 730.

*Selling Features:* Based on new elec-  
tronic circuit which reduces size,  
weight and cost—weighs 15 lbs.; over-  
all size 8x8x11 in.; uses standard mag-  
netic recording tape on dual track—  
records a 2-hr. program on a 7-in. reel  
of tape; monitoring system permits  
pre-setting proper sound level before  
starting to record from radio or pho-  
nograph; 3-way recording system al-  
lows "live" recording through micro-  
phone and recording through radio  
or from phonograph; one input at  
center handles "mike" and radio-phono  
connections; motor-driven rewind for  
long sequences; manually operated re-  
wind for accurate "spotting" of se-  
quence; easy-to-read timing indicator  
measures tape used; lightweight mi-  
crophone with convenient handle; 4x6  
in. oval Alnico-5 permanent magnet  
type speaker.

Price: \$94.50.

*Electrical Merchandising, April, 1950*



**SOUNDMIRROR Tape Recorder**

The Brush Development Co., Cleveland, O.

Models: 8 new Brush Soundmirror  
magnetic tape recorders.

*Selling Features:* Improvements in-  
clude changes in clutches, replacement  
of old type capstan assemblies; special  
panels on back of cabinet models for  
telephone type plug connections for  
radio input, microphone input and ex-  
ternal speaker output; line consists of  
standard Soundmirror cabinet model  
available in dark or blonde mahogany  
finish, and in automatic or manual  
mechanism for 30 and 60 min. playing  
time.

A portable, canvas covered model  
is available in 30 and 60 min. auto-  
matic and manual models.

Educational model, has a 2½-watt  
output, RCA Accordion Cone speaker,  
and handles to increase its transporta-  
bility.

*Electrical Merchandising, April, 1950*

Any way you look at it . . .

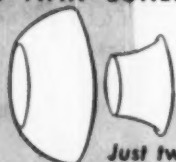


# Vornado

WORLD'S FINEST AIR CIRCULATORS

**is your best buy!**

ONLY **Vornado**  
HAS TWIN CONES



Just two  
extra parts make all the  
difference in the world

- Accepted public demand.
- Greater dollar volume.
- Liberal profit margins.
- Popular retail prices.
- No service worries.
- No installation problems.
- Vornados sold — stay sold.
- Satisfied customers sell 'em for you.

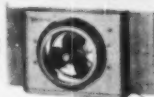
*Your customer gets more comfort for his dollar.  
A model for every pocketbook.*

PRODUCT OF THE O. A. SUTTON CORPORATION, WICHITA, KANSAS

**Vornado MUST BE GOOD TO BE IMITATED!**

Have you stocked all of Vornado's  
sensational Turnabout window fans?

Model  
16W1



Model  
30W1



Model  
40W1

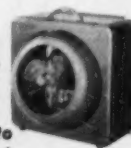


Model  
60W1



Model  
30 CF-1  
CASEMENT  
WINDOW  
FAN

... simple to  
install — just  
hang it up!



# IT'S ROCKETING

## *Automatic Gas Ranges*



AB  
ACORN  
CALORIC  
CLARE  
CROWN  
DETROIT JEWEL  
ESTATE  
GAFFERS & SATTLER  
GARLAND  
GLENWOOD  
GRAND

HARDWICK  
INGLIS-TAPPAN  
MAGIC CHEF  
MAYTAG DUTCH OVEN  
MOFFATS  
OCCIDENTAL

ODIN BEAUTYRANGE  
O'KEEFE & MERRITT  
ORIOLE  
PERFECTION  
QUALITY  
ROPER  
SPARK  
TAPPAN  
UNIVERSAL  
WEDGEWOOD  
WESTERN HOLLY

### HERE'S WHY "CP" IS YOUR STRONGEST SELLING TOOL

The "CP" trade mark was created to give your customers a nationally-known, nationally-recognized buying guide to the finest in cooking equipment. "CP" means that the gas range bearing this trade mark has been built by a member of the Gas Appliance Manufacturers Association, and tested to meet the Association's high standards — standards created on recommendations made by leading Manufacturers, the American Gas Association, American Standards Association, the LP Gas Association and leading home economists.



# GAS RANGE SALES

## THE 1950 GAS RANGE SPRING STYLE SHOW

### 30% More Sales in 1950

Like a rocket the 1950 gas range "Spring Style Show" is pushing sales of top-of-the-line automatic gas ranges up 30% over last year to all-time highs. It's a big coast-to-coast, industry-wide promotion to make money for you. Count yourself in. Gas has got it — **FOR OPPORTUNITY UNLIMITED.**

### 10% to 20% More Profit in 1950

You get 10% to 20% more profit from gas ranges than from any other major appliance you handle. Figure it out for yourself! Find out how you can make double profit from the big multi-million new home market and the 27,000,000 homes now cooking with gas (2 out of 3 gas ranges in use are more than 10 years old and ready for replacement).

### "CP" For Consumer Preference

"CP" models are the top-profit lines. First with eye appeal and performance features — first with automatic controls — first with consumer acceptance. Backed by the 28 biggest profit-names in the gas range business—out in front with the easy-to-sell unbiased buying guide your customers will look for — "CP" is your guide to bigger sales and bigger profits.

"CP" models are the

### LOOK...HERE'S HOW YOU TIE IN

See what's cooking for you! For tie-in plans that make you a part of the 1950 Gas Range Spring Style Show—Ask your manufacturer, your gas utility—or write, Gas Appliance Manufacturers Assn., Inc.

GAS APPLIANCE  
MANUFACTURERS ASSOCIATION, INC.

60 East 42nd Street,  
New York 17, N. Y.





She'll say YES, YES  
to your

# food freezers

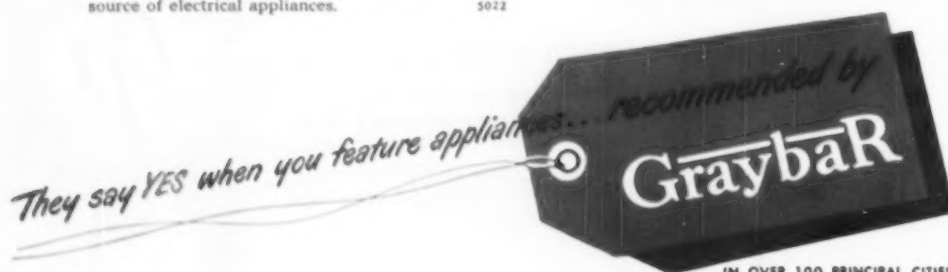
**YES!**... if you feature the gleaming, streamlined beauties that people want—the popular, nationally advertised lines—**THE LINES DISTRIBUTED BY Graybar**

**YES!**... if you use good selling methods and modern merchandising and promotion tools—**THE SALES HELPS AVAILABLE FROM Graybar**  
The Graybar Salesman will give you selling information that will help you sell more freezers. Graybar's Sales Promotion office will help you with promotion programs and material to make your displays outstanding.

Yes, and you'll get prompt deliveries from a Graybar warehouse near you.

These are a few reasons why thousands of dealers throughout the nation make Graybar their No. 1 source of electrical appliances. 5022

Appliance Department  
**GRAYBAR ELECTRIC COMPANY, Inc.**  
Executive Offices:  
Graybar Building, New York 17



IN OVER 100 PRINCIPAL CITIES

## Watch Your Working Capital

CONTINUED FROM PAGE 82

Brown's working capital is the same as it was before business improvement—\$5,000. His net worth is the same, \$20,000, but his fixed assets have increased 66½ percent, or \$10,000, which is covered by a fixed liability, or long-term loan for this sum. A sizable increase in fixed assets puts a heavier strain on working capital because of the increased upkeep and the additional operating expense required to sustain the enlarged or improved facilities. To be on the safe side financially, Brown's working capital should be increased in satisfactory ratio after an investment for business betterment, or he may find himself short of cash, necessitating borrowing or passing up discounts or going into a hole financially because he has extended himself unduly without taking cognizance of his working capital position. In this case, Brown's fixed assets increased 66½ percent. His working capital after improvement should show a similar increase, from \$5,000 to around \$8,500.

### "Seed Money" Must Grow

The foregoing tables should give the reader a comprehensive understanding of the workings of working capital. This important factor in business movement should be watched as closely as other operating figures because a business cannot function efficiently unless the "seed money" grows in conformity with financial requirements.

From our public accounting experience, we would estimate that 90 percent of the dealers in this field never consider their working capital, a large number of them do not even know how to figure it. We have illustrated the subject-matter with easy-to-understand tables so that the reader will know how to test and appraise his working capital position and how to avoid trouble and possible disaster in a competitive market when working capital must be kept in a healthy condition at all times to keep a business sound and profitable. *End*



"WE MUST RESIGN OURSELVES TO THE FACT THAT THE LARGER SETS ARE HIGHER PRICED."



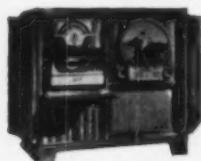
ZENITH DEALER **PHIL GETH** SAYS:

*"Zenith is more than a profit builder -  
It's the top traffic builder in my business!"*

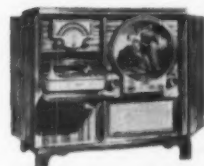
Yes, thousands of dealers agree with Mr. Phil Geth, Zenith dealer at 207 East 93rd St., Brooklyn, New York! When it comes to building traffic there's no better way than with Zenith. For Zenith's long list of "Famous Firsts" have a happy habit of capturing a customer's fancy—and sending him into the nearest Zenith dealer's store. These "Famous Firsts" not only help you sell Zenith, but also boost profits on your complete line of merchandise. And because your sales records rise or fall in direct proportion to the traffic you draw, it'll pay you to feature these crowd-pulling "Famous Firsts" in your store. Display, demonstrate and sell Zenith for bigger-than-ever profits the year around!



Zenith "The Van Buren" TV-Radio-Phonograph . . . 105 sq. in. Giant Circle Screen . . . 3-way automatic record playing of all sizes . . . all speeds . . . FM-AM radio. Genuine Mahogany veneer "Queen Anne" cabinet. **\$489<sup>95</sup>†** (plus Federal Excise Tax)



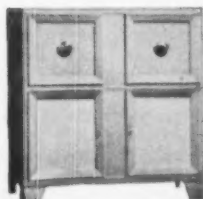
Zenith "The Madison" TV-Radio-Phonograph . . . 105 sq. in. Giant Circle Screen . . . 3-way automatic record playing of all sizes, all speeds. FM-AM radio. Genuine Mahogany veneer cabinet. **\$449<sup>95</sup>†** (plus Federal Excise Tax)



Zenith "The Washington" TV-Radio-Phonograph . . . 105 sq. in. Giant Circle Screen . . . 3-way automatic record playing of all sizes, all speeds . . . FM-AM radio. Genuine Mahogany veneer cabinet. **\$625<sup>00</sup>†** (plus Federal Excise Tax)



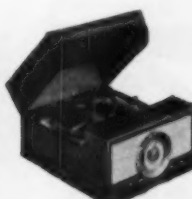
New Zenith "Bradbury" Radio-Phonograph Console, with 3-way automatic record playing of all sizes, all speeds . . . FM-AM radio. Cabinet of beautifully grained Walnut veneer. **\$239<sup>95</sup>†**



New Zenith "Hollywood" Console Radio-Phonograph. New 3-speed Cobra automatic changer . . . new Super-Sensitive FM and Long-Distance\* AM. Modern blonde cabinet of imported Gold Coast Alamo. **\$289<sup>95</sup>†**



New Zenith "Universal" Portable . . . a sturdy new portable with powerhouse performance. Famous long-distance plays on AC-DC or battery. Black or Brown Buffalo Grain luggage-type case. **\$49<sup>95</sup>†**



New Zenith "Century" Table Radio-Phonograph. New 3-speed Cobra Automatic Changer. Famous Long-Distance\* AM radio. Genuine Mahogany or Walnut cabinet. **\$119<sup>95</sup>†**

## Look at the Record! ZENITH "Foremost Firsts"

### in Radio

**First All-Metal Chassis.** Zenith was first with a genuine all-metal chassis and today still leads the industry in this important engineering feature.

**First Single Knob Tuning.** It took a lot of fusing with a lot of knobs to tune a radio until Zenith gave America single knob tuning.

**First Super-Efficient Built-in AM and FM Antennas.** Zenith antenna developments include the famous Wavemagnet\* . . . the detachable Wavemagnet . . . and the built-in Light-Line FM antenna.

**First and Only Record Reproduction with Cobra\* Tone Arm.** No other tone arm reproduces tones as the Cobra does! It plays records of all speeds, all types of grooves, with a single long-life stylus.

**First Super-Sensitive FM.** Zenith is first with this revolutionary FM reception, operating efficiently on signals too weak to be heard on many ordinary FM sets. Provides reception from more stations in most locations.

\*Reg. U. S. Pat. Off.

### in Television

**First with the Giant Circle Screen.** Zenith was first to offer the largest possible picture in relation to tube size. Now with Picture Control for a choice of circular or rectangular type picture!

**First in Tuning Ease.** Zenith's famous Turret Tuner with one knob automatic tuning has been a feature of every Zenith Television receiver. No more fiddling with many knobs!

**First with Built-in Provisions for Receiving Ultra-High Frequencies.** The Zenith Turret Tuner was first with built-in provision for receiving the proposed ultra-high frequencies on present standards without a converter.

**First with the "Black Magic" Blaxide Picture Tube.** Zenith was first to give you startling new life-like picture quality without annoying glare or blur, even in normally lighted rooms! Medical authorities recommend this way to view television!

## FIRST FROM ZENITH

The great features . . . the great values

These "Famous Firsts" and the quality built into every Zenith are your positive assurance that the profits you make on Zenith sales are profits you can keep. They aren't dissipated in excessive service, rebates and other costly attempts to pacify dissatisfied customers.



† Suggested retail price. Price subject to change without notice. West Coast and far South price slightly higher.

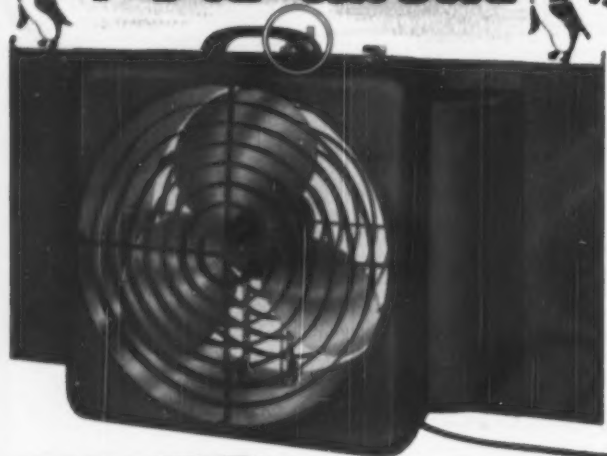


**New!** **REVOLUTIONARY  
TRIPLE-PURPOSE  
WINDOW FAN!**

**Atlas-Aire**

10" - 12" - 16"

**Port-About**



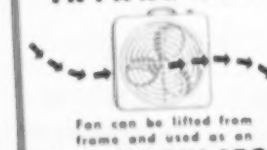
**ENTIRELY DIFFERENT  
... it's portable!**



Fan can be set in frame  
this way to use as an  
**EXHAUST FAN**



Fan can be turned around  
in frame and used as an  
**INTAKE FAN**



**AIR CIRCULATOR**

Fan can be lifted from  
frame and used as an  
**AIR CIRCULATOR**

### 3 MODELS

TR-10 10" For windows 25" to 36"  
TR-12 12" For windows 26" to 37"  
TR-16 16" For windows 27" to 37"

**Write Today FOR CATALOG PAGES AND PRICES**

**ATLAS TOOL & MFG. CO.** 3147 NATURAL BRIDGE BLVD.  
ST. LOUIS 15, MISSOURI

**NO OTHER  
WINDOW FAN CAN  
MATCH IT IN VALUE  
AND FEATURES!**

**Use It Anywhere!** An Exhaust Fan  
— An Intake Fan — An Air Circulator!

**Wind Tunnel Action!** More efficient  
cooling faster, with less current!

**Grills On Both Sides!** Double  
safety! Multiple venturi design in-  
creases and controls air velocity!

**Super Silent!** Most quiet and vibra-  
tion-free direct drive fan model

**Quality Throughout!** All steel con-  
struction—resilient-mounted motor and  
fan—Torrington blades—beautiful  
Homeroid finish—many other sales-  
making features!

**No Installation!**

The Port-About  
is installed in a  
moment with a  
turn of the exclu-  
sive Atlas-Aire  
Extender Handle.  
No screws,  
hooks, nails or  
tools!



**There's No Other Fan Like  
The Port-About In Perform-  
ance — In Sales And Profit  
Possibilities!**

## Advertising Promotes . . .

CONTINUED FROM PAGE 92

More Sales Through Classified Ads—classified be used successfully for new merchandise? Can it be tied-in with display copy elsewhere in the issue? Every dealer who is using classified advertising successfully has answered most of these questions in the light of his local conditions.

R. L. Cline, for example, puts the use of classified ahead of display advertising in its effectiveness in moving either new or used merchandise in the mid-California, mostly-agricultural valley, served by his 27-year-old concern. Cline has a well-rounded advertising program that keeps his store in active selling during every period of the year, and the classified columns get a large share of the five percent of his gross which he allocates to advertising and promotion.

### Selling Used Merchandise

"When we want to sell the used appliances which we are getting in larger quantities since trade-ins became part of the picture again, it is obvious the copy belongs in the classified section where people turn when they seek 'specials' and low-priced merchandise. But that is not the only reason we advertise used merchandise. Usually the used appliance will sell as a result of the advertisement, and we hope it will be to one of the many families who can afford no higher price for such an article. But every classified advertisement of used merchandise is going to bring into the store plenty of people who are the bargain seekers—the people who can afford better quality appliances but who have never been sold by some dealer on the advantages of the new model appliances. It is not too difficult to distinguish between the poor and the able-to-afford group. And when we think the prospect can afford something better than the advertised appliance, we do our best to sell them up. But it is the used appliance, advertised in the classified columns, that is so effective in bringing that particular type of prospect rushing to the store.

"We don't nail down any advertised appliances, either new or used. And we always set a price which will make the deal profitable, but we certainly believe in selling up to the needs and purchasing-ability of the customers. Art Scaife, G-E's merchandise manager, told us dealers here in California how he was sold up to the purchase of a new Buick by a clever auto dealer to whom he had gone for a simple repair job on his older car. Mr. Scaife should see what Cline's Electric can do to the prospect who comes into see an advertised used-model G-E conventional washer and who receives our introduction to the AW6 automatic."

However, says Cline, if the dealer wants to use classified advertising for used appliances, he can't throw together just any kind of copy and expect it to do a two-fold job for him. A few considerations about what to say and how to say it will pay dividends, because it will run in competition with the advertisements of individuals who know little if anything about copy. For

example, Cline recommends that not more than two appliances be included in any solid-copy advertisement. This allows quick and complete reading and does not let the reader skip the advertisement. And he says that classified copy gets its story across more effectively when it says in simple words exactly what the reader wants to hear. Maybe it is "a washing machine cheap" or "a home freezer at less than you expected to pay" or "save \$50 on an electric range"—but it is exactly what the prospects for any of these appliances are trying to find when they turn to the classified section in search of bargains. However, he insists, do not say too much—either good or not—about the merchandise. Make the reader think that this may be what she wants, but make her come down to the store to find out. This doesn't mean that the copy should be deceptive—there are many ways of telling part of the story, teasing the prospect enough to bring her into the store, without falsifying claims or misleading in any way.

In classified copy that competes side-by-side with the advertisements of individuals, Cline has found the "blind signature" very effective. Although the right of a commercial concern to advertise in the guise of an individual, or to place an advertisement that doesn't include the word "dealer" or similar identification, is not permitted in many states and by some metropolitan newspapers, it doesn't apply in California nor to the San Luis Obispo *Telegram-Tribune*. However, Cline uses it only occasionally to the extent of signing small advertisements with "phone 13".

### Selling New Merchandise

An important use of the classified section of the local newspaper, says R. L. Cline, is to sell new electrical appliances, using "display-style" copy. With regular use of space two columns by three inches, Cline serves several purposes in the overall selling program of the store's lines of General Electric, Philco, Universal Ironrite, Thor, ABC, Voss, L&H, Youngstown, and Thermador. These display advertisements are in addition to a regular program of cooperative display advertising in the front sections of the newspaper.

One of the most important selling jobs that display copy in the classified section can do for the appliance dealer, says Cline, is to emphasize his lowest-priced models to the "bargain hunters", and the "curiosity readers". Copy that tells the bargain hunter that Cline's has a new General Electric conventional washer for \$99.95, will stick in the mind of many of these readers as they look through the used-appliance advertisements where they may see used washers at a price too close to the cost of the new one to warrant their taking a chance on an old machine. Particularly when the down-payment is shown, the prospect can see it is possible for her to buy new merchandise within her budget. The "curi-

osity reader" often responds to this copy, too. Whereas she may not have been looking through the regular display advertisements, she will see the small one in the classified section, and will realize that she can buy a new appliance for that little in price and that the down payment is only so much. That can arouse enough interest to send them into the store for more information.

Cline uses display copy in the classified section at other times to serve as a steady reminder to the reading public that certain appliances are available at a certain price and that Cline's Electrical Shop has them. The use of simple slogans is effective here, he says. For example, one of these advertisements reading, "Notice! Cold feet and cold sheets obsolete with a new General Blanket . . .", and closing with, "Ask your neighbor who owns one", sold 60 blankets prior to Christmas, 1948. Similar copy, even more simplified, is used to repeat to the reader the selling line or slogan used in more elaborate display copy in the front pages of the same issue.

However, insists Cline, classified advertising cannot displace front of the newspaper display advertising. The appliance dealer who has a well-balanced program of advertising, promotion and selling, cannot get along without display advertising, classified, store promotions, and specialty selling inside the store and in the field. Cline uses all of them effectively.

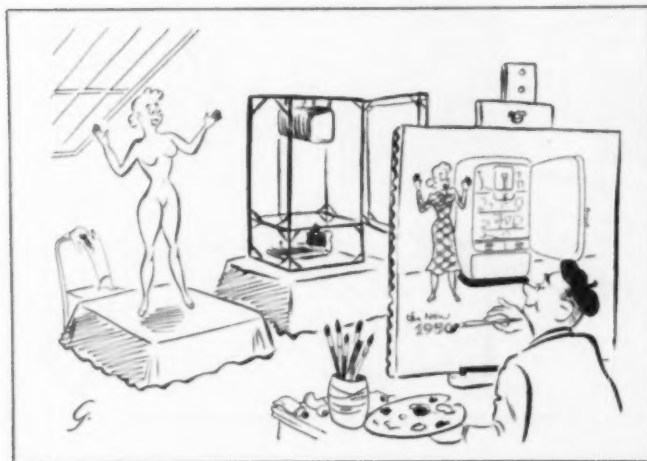
There is one type of advertising that Cline might be able to get along without for a while—at least he thinks that way at the moment. That is "teaser" copy. Not that it isn't effective—the last time he used it he sold a lot of appliances, became the talk of San Luis Obispo County, and received visits from the police and the post-office department.

It was a clever idea that he slipped in between seasons to open his store's effort to promote complete kitchens both for his appliance store and contracting business. About the time in September when San Luis Obispo roasts in over-100 degree heat, Cline turned on the flame under a series of two-column by three-inch display advertisements in the *Telegram Tribune*. Starting on Monday, Cline used copy reading "Personal: Alice, I

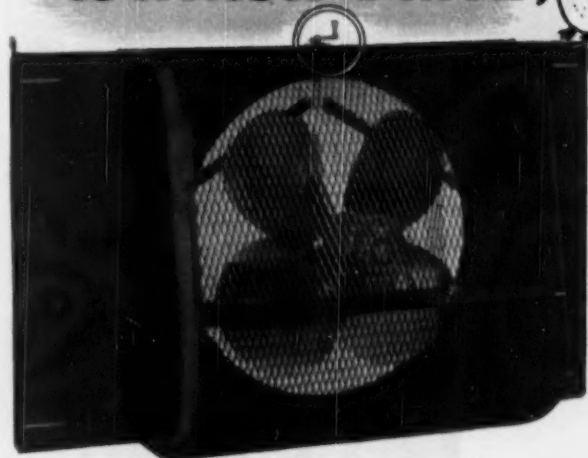
miss you, please reconsider and come back to me. Allison." The following day in the same space, he followed with "Personal: Allison, you are always making promises you don't keep. I won't reconsider. Alice". The copy continued each day with such personal items as "Personal: Alice, please tell me where you are so we can talk this over. Allison." But before the second piece of copy had hit the streets, the whole city of San Luis Obispo and surrounding areas was buzzing with the "gossip". Within a couple of days, complaints brought the police on a friendly mission to the newspaper and then to Cline's. The post-office was interested because there were complaints and the newspaper had second-class privileges.

Why all the fuss? Because neither Cline nor the newspaper's advertising man realized that in the divorce court of the county there was pending a divorce case between two very real people with the given names of Alice and Allison. At once the busy-bodies and their grapevines linked up the copy with the legal battle, making it out as a plea for reconciliation by Allison. As is usual in such cases, friends had taken sides, so there were two camps in town. Each believed the other was up to something and the blame was thrown in every direction, and the more ambitious of the partisans complained to the authorities. Before several suits claiming rights under the libel laws not to be held up to "contempt, ridicule and obloquy" could be considered, the same space announced "Personal: Alice, you can come back. I have what you asked for. Look on page 16 of this paper. Allison" sent the whole city smack into a 4-column by 16 inch display advertisement showing Alice and Allison, posed by professional models, gazing lovingly into a complete General Electric all-electric kitchen and home laundry installed by Cline's Electric Shop. The situation was allowed to live happily ever after with Alice's closing statement that "there can never be anything but happiness in our home with this General Electric equipment."

And now R. L. Cline is back to living and selling very happily with classified advertising, display advertising, and a combination of the two. But no teaser copy just now. *End*



# New! Atlas-Aire 16" and 20" Window Fans



**Big Value! A Moderate-Price Fan With Big-Price Features!**

**Cools Faster!** Smooth, extra-quiet direct drive construction feeds more power to fan and cuts down power loss and current cost! Improved fan blade design moves more air faster!

**All-Steel Construction!** Reinforced steel frame. Expanded steel safety grill can be removed in a moment for seasonal lubrication or service! Rugged heavy-duty motor is resilient-mounted for silent operation!

**Beautiful Finish!** Tough, mar-resistant opalescent Hamerloid! Easily cleaned in a few minutes with a damp cloth. Stays new looking indefinitely!

**Guaranteed Performance!** Precision-built for years of dependable performance! One-year warranty on every fan.



**2 MODELS**

EX-16—16" for windows 27" to 37"  
1010—20" for windows 28½" to 42½"

**Exclusive  
on the  
ATLAS-AIRE!**

Fan Can Be Installed In Any Window In A Moment! Patented Atlas Extender Handle Eliminates Screws, Hooks, All Other Gadgets!



Place the Atlas-Aire on the window sill, turn the Handle and the fan is ready to go! Window may be opened or closed without moving the fan.

**An Outstanding Sales-Builder That Invites Comparison With Any Other Window Exhaust Fan Model**

**Write Today FOR CATALOG PAGES AND PRICES**

**ATLAS TOOL & MFG. CO.** 5147 NATURAL BRIDGE BLVD. ST. LOUIS 15, MISSOURI

Meet your **BIGGEST** salesman  
Covers out-of-town customers  
with electricity  
like a local newspaper  
The nation's largest farm magazine,  
the largest magazine of all  
where half the families  
of America live!

**Farm Journal**

More than 2,800,000 subscribing families

Manufacturer, salesman or dealer, you'll profit  
by knowing how many sales calls FARM JOURNAL  
makes where you want them made. Write us for  
valuable data about your own territory (State  
and County). Address: Farm Journal, Inc.,  
Dept. E, Philadelphia 5, Pa.

## How to Write Adjustment Letters

CONTINUED FROM PAGE 85

adjustment of \$1.00 in your favor.

Here is how this error happened on your account. Our salesman listed an inspection fee of \$1.00 on your customer's copy of the sales order, but he failed to add it into the final total. When the error was discovered in our sales audit, we then made the necessary correction on our records.

We should have notified you at the time of the error, but due to an oversight on our part this was neglected. Naturally you had a right to complain about this overcharge and had I been in your place I couldn't have done it in as tactful a way as you did.

It is our earnest desire to have you as a satisfied customer of our store. If anything like this happens in your future dealings with our store please call it to my attention.

Very truly yours,  
(signed)  
Store Manager

This second letter answering an adjustment follows a simple formula, one that can be applied to any letter written in answer to a customer's complaint where the adjustment is granted. It gets the customer in a good frame of mind and probably will save this customer for future sales for the appliance store:

1. Grant the adjustment.
2. Explain the reason.
3. Close complementarily.

When the customer writes to an electrical appliance store requesting some adjustment, that is the thought uppermost in his mind. Unless the letter grants the adjustment immediately the customer will start getting as angry as he was when he made the original complaint.

### Framing the Customer in a Smile

Waiting until the end of the letter to grant the adjustment makes the customer feel that the store finally decided to grant the adjustment. It seems to be a special favor that shouldn't be granted, but, since the customer made

such a fuss about it, the dealer has decided to make this a special case. This technique will make the customer feel that any future purchases in which something is wrong will have to be fought for tooth and toenail.

On the other hand, granting the adjustment immediately puts the customer in a good frame of mind. He feels friendly toward the electrical appliance store and when he reads the explanation he may feel that it was partly his fault. As any rate, since the adjustment is granted, why not do it in the first paragraph?

Handling the explanation where the error is definitely on the part of the store as in the case cited can be done in two ways. The first way said in effect to the customer, "If you had added up your sales check you would have seen that it was just an error and that you really owed us the money. We corrected our records so why didn't you correct yours?"

However, in the second letter the store took the blame and thanked the customer for calling it to their attention. This made the customer feel good; he was a smart fellow to discover an error in the store's bookkeeping system, and this customer's good will got another boost.

When the first two steps of this letter writing formula are taken in the right order and in the right tone of voice the last step will fall naturally into place. However, when the complimentary close is added to the first handling of this complaint it is just heaping coals on an already hot customer.

Customers who take the time to write a letter to an electrical appliance store are definitely dissatisfied with the merchandise, the service, or some other phase of the store's operation. This is a delicate situation, but if properly handled can be used as an instrument to weld the customer closer to the store for future purchases and for more profits. *End*



"MUST WE HAVE CHIMES THAT PLAY 'THE STAR-SPANGLED BANNER'?"



# "Recorders will SELL in 1950"

— SAY NATIONAL AUTHORITIES

## RECORDERS

Watch this new business!  
~~RECORDING~~  
RECORDING predicts that 400,000 recorders of all types, disc, wire and tape, will be sold in 1950. Principal markets now are: (1) Commercial, including broadcasting. (2) Home use by musicians, singers, music lovers, public speakers, authors and hobbyists.

...and here is  
a new set  
designed and  
priced to meet  
the demand!

\$59<sup>95</sup>

(Best of the Rockies)

## WILCOX-GAY RECORDETTE SR.

the Sensational new  
recording radio-phonograph

● Never before has there been such an amazing buy! The new Wilcox-Gay Recordette, Sr. sells for only \$59.95—prices slightly higher west of Rockies. Yet it includes an easy-to-operate home recorder, a precision-built superheterodyne radio and a phonograph that plays any standard record up to 12 inches! The Recordette, Sr. is a fast seller and is a sweetheart of a profit-maker, it's ready now—and it's just in time to meet the big demand for home recorders!

This new luggage case in modern design, beautifully complemented with a rich maroon and gold escutcheon, is without parallel in the portable recorder field. Crystal microphone included.

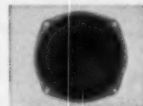
*weighs less than  
20 pounds*



Records and "plays back" on same tone-arm. Automatically changes from recording needle to "play back" needle.



Contains excellent superheterodyne radio. Can be played separately or used for recording programs "off the air."



Big, full-sized, rich-toned speaker is but one of the many features. Famous Wilcox-Gay craftsmanship is evident throughout.

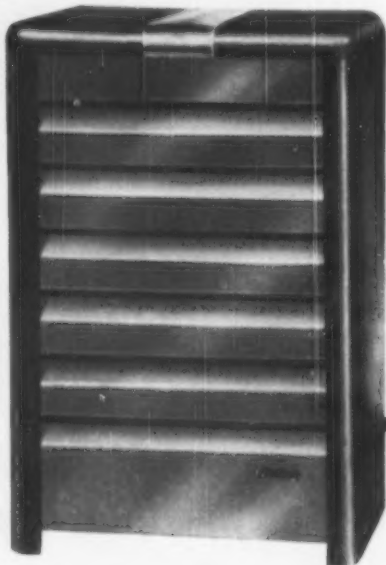
WILCOX-GAY CORPORATION • CHARLOTTE, MICHIGAN

# ARMSTRONG

ANNOUNCES  
New Double-Duty  
GAS HEATER

Here's a fully vented circulator that answers many heating problems. It may be used as a central heating unit for small homes or it will give excellent service as a space heater in large areas such as school rooms, shops, stores, laboratories, etc.

A.G.A. Approved for use with all gases. The outer construction permits effective intake of cold air and rapid diffusion after the air has been thoroughly heated.

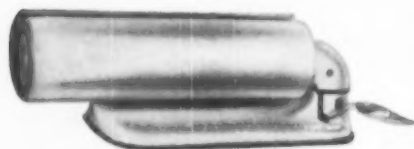


Model No. 6600—60,000 B.T.U. 34" high, 16" deep, 28" wide  
Model 6450—45,000 B.T.U. 34" high, 16" deep, 22" wide

## ARMSTRONG ELECTRIC No. 514 HEATER

A compact, sturdily constructed heater made of 24-gauge iron in walnut or white porcelain enamel finish. AC or DC, 1320 watts. Only 15" high. Weighs 6½ pounds. Retail for \$6.25.

Slightly higher west of Rockies and in Canada



TODAY'S  
BEST BUY IN  
PORTABLE  
IRONERS

Motor is entirely enclosed in 21" roll. Thermostatic heat control. Weighs only 30 pounds, easy to carry anywhere in the house. Finished in gleaming white baked enamel and chrome. Priced for volume selling at \$49.95 retail. Slightly higher west of Rockies and in Canada.

Order from your Jobber or write  
for details and discounts.

**ARMSTRONG**  
PRODUCTS CORP.

Manufacturers of Quality Products Since 1891  
Dept. EM, Huntington 12, W. Va.

WHEN  
IT'S AN  
**ARMSTRONG**  
DEPEND ON IT!  
IT'S THE BEST  
OF ITS KIND

## The Market Is Growing

CONTINUED FROM PAGE 61

retail price (from \$7.50 to \$6.50) was partly responsible for the decline in retail value from \$74,962,500 to \$39,715,000. Alarm clocks at \$3.95 to \$7.95 and occasional at \$7.95 to \$11.95 were best sellers. This year will see more promotional and advertising effort and should bring about a 15 percent sales increase over 1949.

Waffle irons didn't do well at all in 1949, falling from a dizzy height of 2,220,000 units in 1948 to 860,000. But even at that figure (still 10 percent above any prewar year) waffle irons accounted for \$13,760,000 worth of business. Sales this year won't be anywhere near as high as in 1948, but they should show an improvement over 1949 and will represent profitable business for dealers who take advantage of new sales features.

### Sandwich Grills Sold Well

Sandwich grills maintained their popularity in the great year of readjustment, 1949, selling 1,100,000 units at an average retail price of \$14.95, down from the previous year's \$16.50. It is unlikely that they will show any startling increases this year, but there are still 27,379,100 wired homes without them, which means a continuing good market.

The only thing holding back broiler sales, say some manufacturers, is the fact that the public doesn't know what they can do. Hence, makers are stressing promotions this year in order to show an increase over the 260,000 units sold last year. So far, the market hasn't been scratched and any real sales effort should result in tangible gains.

### Watch Metal Coffeemakers

Coffeemakers have been the center of turbulent struggles for industry leadership—which may account in large measure for their terrific sales, 2,450,000 in 1949 and 2,700,000 in 1948. Nearly half of America's wired homes—17,170,000—own one or more. The trend to automatism in appliances hasn't missed coffeemakers, and automatic models, especially metal ones, made big gains in 1949, despite an average retail price of \$28. Glass coffee brewers continued as an important factor in the industry and should account for about \$16,000,000 worth of business this year.

### Blender Surprise

Outstanding among all small appliances saleswise in 1949 were blenders, 230,000 of which were sold, compared with 215,000 in the previous year. This is small volume, of course, but the appliance is still new, requiring specialty promotion and selling. Recognition of this by manufacturers was primarily responsible for the increase in sales in 1949. The average price of \$37.50 probably won't go down this year, and a sales increase of at least 20 percent is anticipated—all of which means good profits.

Despite a decline in sales from 1948's 1,300,000 units to 835,000 in



"HERE'S TWO BUCKS—WE'LL TAKE IF FOR A WEEK."

1949, electric heater and radiator sales steadied in the latter part of the year as distributor and retailer overstocks were cleaned out. Today's average price is around \$11.50, but producers report that consumers are buying higher-priced units. The cleanup in 1949 meant that dealers and wholesalers entered 1950 in a healthy inventory condition, gave manufacturers an opportunity to reappraise the market, and points to slowly increasing sales.

### New Items, New Names

Every year sees new kinds of electric housewares added to the list. Most of the newer innovations will never find the tremendous acceptance of irons and toasters, but they do have a market and mean added profits for dealers. Some of the newer ones are knife sharpeners, electric barbecuers, infra-red cookers, and deep fat fryers. Older items include door chimes, coffee grinders, portable humidifiers, corn poppers, hair dryers. Each of these has a market and a use which, if promoted at the right time in the right place, will expand customer contacts.

### A New Push

Nearly all small appliances have already gone through a postwar adjustment period and both makers and retailers can now more accurately predict their markets than during the booming, hectic years just after the war when the only question customers asked was, "Have you got one?" From now on, stepped-up sales will result from the normal processes of intensive consumer education, demonstrations, promotions and selling efforts, not from the mere resumption of production after a wartime hiatus. Consumers have higher incomes, more liquid assets and a higher rate of savings than at any other period in the nation's history. All that is needed to increase the volume of electric housewares sales is salesmanship. That, with its plans and its incentives for 1950, the industry promises to provide. End

## Tests Show "Deep Clean" Has More Dirt-Lift

A series of competitive tests in theatre lobbies showed the Hamilton Beach "Deep Clean" superior to competitive cylinder-type vacuum cleaners in removing natural dirt from the lobby rugs, according to Hamilton Beach officials. The tests were conducted by operating the competitive machine and "Deep Clean" side by side on alternating areas of the carpeting, and measuring the dirt lifted.

"In every test 'Deep Clean' rated over its competitors," the announcement said. "The reason for this greater dirt-lift is that 'Deep Clean' has greater air-flow, protected by its leak-proof nozzle. This gets the deep-down dirt. A natural dirt test such as this seems to be the fairest basis on which to judge the efficiency of vacuum cleaners."

Greater dirt-lift will be the keynote of "Deep Clean" advertisements to appear in the Saturday Evening Post this Spring.

## Pillsbury Contest Winner Enthusias Over Food Mixer

Mrs. Theodore Smafield, Detroit, won national fame when her recipe won the \$50,000 grand prize in the recent Pillsbury baking contest at the Hotel Waldorf Astoria. Thrilled as she was about the big cash prize, Mrs. Smafield was also enthusiastic with the Hamilton Beach Food Mixer which she was awarded, as were the other 99 finalists in the contest.

"It is really a joy to use," Mrs. Smafield wrote Hamilton Beach on her return to her Detroit home. "I especially like the one-hand operation possible with your speed selector. Also appreciate being able to detach the mixer from its stand so easily—for beating potatoes, or icing, on the stove that quality is ideal."



ELECTRICAL MERCHANDISING—APRIL, 1950

## It's Sweeping the Nation!

### THE NEW HAMILTON BEACH Mixette

#### Here's Why...

1. **BEATS EVERYTHING** in the recipe book. A powerful, practical tool—not a toy.
2. **ONE-HAND OPERATION** lets user hold Mixette in one hand, set the speed with her thumb. Exclusive!
3. **THREE TESTED SPEEDS**, right under the thumb, beat, mix, mash, or whip in any bowl or pan.
4. **BALANCED HANDLE** ends wrist strain. Flat base on beater unit prevents messy batter-drip.
5. **SMART PACKAGING**—a gleaming silver gift box that doubles as an attractive counter display.
6. **WALL BRACKET** holds Mixette when not in use. This 2½ lb. all-purpose portable also stores in a drawer.
7. **THE SMALL MIXER WITH THE BIG NAME.** Powered by the trouble-free Hamilton Beach motor, long the standard in the electric housewares field. Hamilton Beach Co., Div. of Searoll Mfg. Co., Racine, Wis.



## ... backed by the BIGGEST Spring Advertising Campaign in HAMILTON BEACH History!



4,023,000  
copies per issue



4,473,000  
copies per issue



110,000  
copies per issue



3,469,000  
copies per issue



515,000  
copies per issue



3,281,000  
copies per issue



1,344,000  
copies per issue



3,251,000  
copies per issue



1,046,000  
copies per issue



9,640,000  
copies per issue

11 MAGAZINES!

91,606,000 ADVERTISING MESSAGES!

### HAMILTON BEACH... Now with Pyrex Ware bowls!



\$34.25 RETAIL  
(\$34.90 Denver and West.)

Includes two  
Pyrex bowls and  
extra single beater.

**DISPLAY HAMILTON BEACH**—and it sells. That's because more and more women are learning that, of all food mixers, this one is easiest to use. In its simple, effortless ease of handling they find the answer to their needs. Display it. Let them see... help them try... and they'll buy!

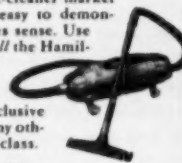
JUICE EXTRACTOR, \$4.25  
(\$4.35 Denver and West.)

### Tell the "DEEP-CLEAN" Story!

"DEEP-CLEAN" is the clearest, most convincing selling idea to hit the tank-cleaner market in years. It's easy to demonstrate. It makes sense. Use it and you'll sell the Hamilton Beach "Deep-Clean"—the cleaner with more exclusive features than any other in its price class.

\$72.50  
RETAIL

Includes eleven cleaning  
tools and carrying case.



### The New HAMILTON BEACH Quick-Dry ELECTRIC HAIR DRYER

A GREAT NEW ITEM for the huge home-permanent market! On the record, Hamilton Beach is the choice of professionals. All-metal—no plastic. Light, easy to handle, yet durable. Two switches—"On-Off" and "Hot-Cold." AC-DC. Handsome light ivory enamel. Gift package doubles as attractive counter display.



\$14.90  
RETAIL

\$15.45 (Denver and West.)

### Boasts 20 Years With Food Mixer

Absence of service trouble with Hamilton Beach products is well known among dealers. The free-from-trouble factor is spot-lighted in a recent note from Mrs. J. A. Aiken, 4007 Keller Avenue, Oakland,

California, in which she asks for a new recipe book. Mrs. Aiken says she has owned her H-B Food Mixer for 20 years and "my mixer has never been in a repair shop since I have had it. And when and if it has given up, I certainly want your new mixer with all its gadgets." This service reputation is constantly building preference for Hamilton Beach products with consumers.



*For Volume Business... Here are the Products to Sell*

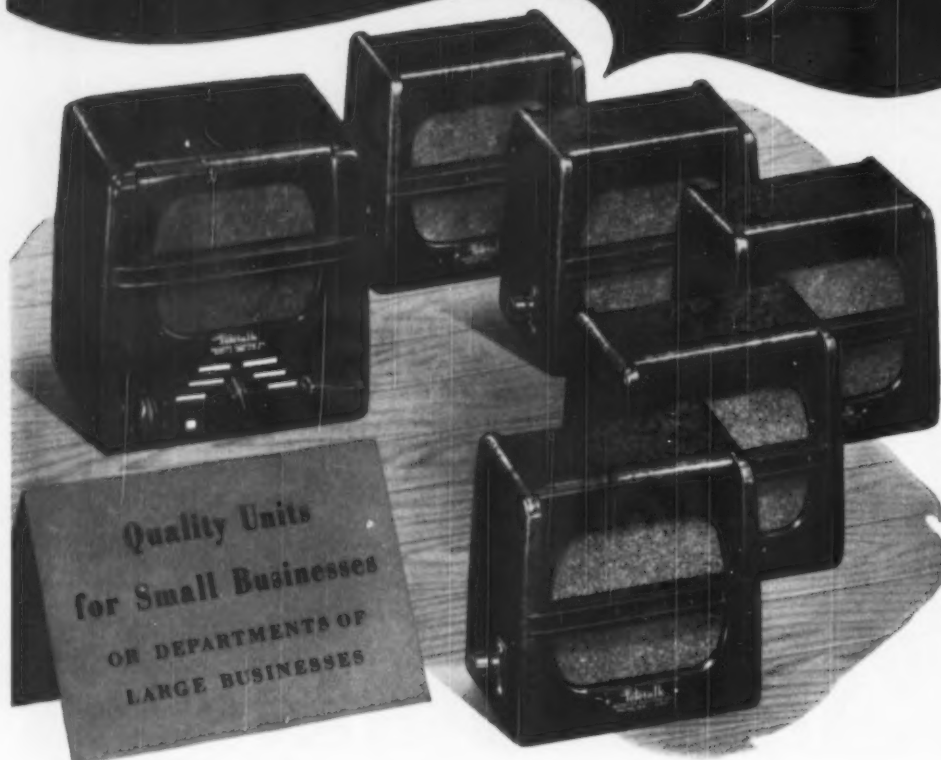
WEBSTER ELECTRIC

# Teletalk "600" SERIES

For a master station

and five substations...

**\$99<sup>50</sup>\***



## Here You Have Quality Intercommunication

The Teletalk 600 series is not a price line but a quality line made for smaller installations. When you sell it you can be sure of customer satisfaction.

Small stores, garages, restaurants, offices of doctors, dentists, lawyers and others are definite prospects. The Teletalk 600 series opens up many new avenues for profitable intercommunication business. The line itself is a door opener. Compact, convenient demonstration kits are available to make selling easy.

Write today for full information regarding a dealership.

\*Where fewer speakers are required, the price is less. Price shown is less installation.



### A Master Unit Also Available for 9 Substations

Where more than five speakers are required, the master unit shown above is also available for use with nine substations.

**WEBSTER ELECTRIC**



Webster Electric Company, Racine, Wisconsin. Established 1909

"Where Quality is a Responsibility and Fair Dealing an Obligation"

## Credit Is the Jeweler's Weapon

CONTINUED FROM PAGE 72

because there is a 50 percent or more gross profit in jewelry items, the store must keep the appliance buyer coming to the store where impulse buying will build an annual average of \$126 in jewelry sales to each appliance buyer.

Physical display of electrical housewares is of vital importance to Hudson's. Like other large jewelry concerns, this store excels all other appliance outlets in ability to make small appliances physically attractive to the prospect—primarily because the appliances are displayed like jewelry. Few will deny that a spotless, gleaming chromium coffeemaker displayed on glass shelves with velvet pads, possibly with mirrors to repeat it many times, looks more valuable than it does on a painted wood shelf in combination with a display of filters, heating pads, etc. Hudson's uses this jewelry display of small appliances in two ways—as spots in the jewelry and camera displays to emphasize to the customer that the store carries appliances and to create desire for the appliance that will result in impulse buying—and as mass displays that catch the full attention of anyone who enters the store and point out the wide variety of electric housewares carried. These displays are supplemented by window displays in which appliances are subordinated to larger volume jewelry items, watches and diamonds, and in such areas as the cashier's corner.

### Credit is Fundamental

The major factor in getting the prospect to buy and keeping him buying regularly is the availability of easy credit terms. No one factor is more fundamental to jewelry store merchandising of electric housewares.

Hudson's uses credit terms to get the initial sale, to sell up the customer, to build floor traffic, and to build future sales. In Hudson's organization of 40 persons, 12 are employed in the credit department to handle relations with the store's 35,000 active accounts.

The availability of long term credit, with no interest or carrying charge, invites new accounts from those who need appliances or jewelry at a time when there is little if any ready cash on hand and from those to whom the saving of \$20 to \$75 would take time—time which might result in the purchase going to another store or into another type of merchandise. It enables Hudson's to sell up, even on the initial sale, by showing how little extra another item will cost when added to the payments over a long period.

But while credit terms produce new accounts, they produce profits only on future sales to this account. The basis of credit selling is not to relax after the initial sale, and here is where a concern like Hudson's makes many appliance dealers look like amateurs. Credit terms keep the customer buying at Hudson's because they keep him coming into the store where the afore-

(Continued on page 170)



## Dealers Everywhere Say "TOP MONEY-MAKER" in Appliance Field!

NOW's the time for YOU to cash in on American Kitchens! Unit sales are higher than on any other type of appliance . . . and your mark-up is higher! There are no profit-eating trade-ins, no yearly model changes, no collection problems! FHA financing means easy selling and *spot cash*!

Get in on American Kitchens' great Spring profit drive NOW and benefit from all the powerful sales tools listed at right. See your distributor today. If you can't reach him right away, call, wire or write us (coupon below) and we'll arrange immediate contact.

*American*  
**KITCHENS**  
STYLED IN STEEL

American Central Division



Connorsville, Indiana

ELECTRICAL MERCHANDISING—APRIL, 1950

### LOOK AT ALL YOU GET!

- 1 **National Advertising**—big, hard-selling color ads in the country's leading magazines!
- 2 **Local Cooperative Advertising**—free newspaper mats and full-color outdoor posters . . . featuring your name and address!
- 3 **Store Display Background**—Dramatic, easy to erect. No additional cost to qualifying All-American dealers. A must for top profits!
- 4 **Complete Sales Kit**—Window banner and spots, mailers, newspaper broadsides and give-away premiums. All yours for qualifying.
- 5 **Sales Tools**—Amazing new "Magic Magnet" Plan-A-Kit for easy sales and accurate planning. Salesman's animated presentation book. Finest tools in industry.

### MAIL COUPON TODAY!

American Central Division  
AVCO Manufacturing Corporation, Dept. EM-450  
Connorsville, Indiana

I'm interested in a money-making American Kitchens franchise. Send me full details.

Name

Address

City  County  State

*New!* **HANDSOME... QUIET  
and Completely SAFE!**

## SAMSON Safe-flex BREEZE TABLES

No. 1249-N. 12-inch, 2-Speed Rubber Bladed Safe-flex Fan. Underwriters' Listed. Table Dimensions: 16" square, 18" high. Cover fits snugly over fan opening when fan is not in use.

The Samson Safe-flex Breeze Table shown at right offers a choice of three Safe-flex Rubber Bladed fans, all Underwriters' Listed.

No. 1247-N. 12-inch, 2-Speed.

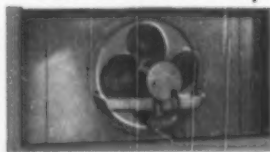
No. 1248-N. 12-inch, Single Speed.

No. 1044-N. 10-inch, Single Speed.

Table Dimensions:  
13½" diam., 13½" high.

**THEY'RE HERE**—the new fan-and-table combinations that offer unmatched beauty, quietness and performance... plus **built-in SAFETY!** They're the Samson Safe-flex Breeze Tables, with the famous Safe-flex Fan whose patented, flexible rubber blades need no ugly, breeze-blocking guards... yet cannot cause injury to even children or pets. Choice of square or round metal tables, hammer-tone finished in long-lasting, easy-to-clean baked enamel. Every home, every business is a prospect for Samson Breeze Tables that circulate cool, floor-level air, and serve as handsome furniture, too!

### NEW! SAMSON Safe-flex Reversible WINDOW FAN

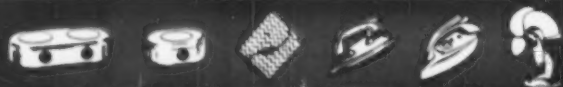


1245-N—12-inch, 2-Speed • 1043-N—10-inch, Single Speed

Completely **SAFE**—thanks to the famous Safe-flex Fan whose patented, flexible rubber blades won't injure even a child's fingers... thus need no efficiency-destroying screens! Takes but seconds to reverse fan in its frame to pull in cool air or blow out warm air. Frame adjusts to fit windows 26" to 36" wide.

Only SAMSON Gives You  
All 3...

**LOW PRICE! FULL PROFIT! TOP PERFORMANCE!**



SAMSON UNITED CORPORATION, ROCHESTER 10, N. Y.

Samson United of Canada, Limited, Toronto

## Credit Is the Jeweler's Weapon

CONTINUED FROM PAGE 166

mentioned displays are carefully designed and spotted to catch the attention that results in "impulse buying". To the customer, on regular visits to Hudson's to make payments, the relatively short walk to the cashier's desk is paved with temptation.

### Infinite "Add-Ons"

To capitalize on the impulse of regular customers, Hudson's utilizes the common policy of permitting an established credit account to "add-on" any item, usually with no payments scheduled until after the current purchase is paid for. To make further use of the "add-on" principle, Hudson's prepares special promotions which go to its customer list by mail, making available an appliance or special related item. The customer may order by mail or telephone, receive the appliance and not start paying until the present purchase is paid for. Active customers with no purchase being paid for at the moment receive the appliance merely by mailing or phoning their order, without further red tape in establishing credit.

### Getting Credit Customers

As the profit in jewelry store merchandising of electric housewares comes from using these many credit selling techniques on established customers, Hudson's advertising and promotion are designed more to open new accounts than they are to move any particular item. Important in this development of new accounts are promotions based on special purchases which Hudson's can offer through advertising at highly competitive prices. An example recently was the special purchase of a well-known electric drill package, including accessories, which Hudson's broke in a Los Angeles paper in a color advertisement costing \$2,300. They were offered at \$19.95 on very easy terms (this list was \$2.00 above Hudson's cost).

Within a few days, Hudson's had opened 2,500 new credit accounts—and the store's records show that 75 percent of these new customers will continue as regular purchases of jewelry and appliances.

Important in developing and continuing credit customers, says Hudson's management, is the policy of selling nothing but nationally advertised merchandise, and only the top-quality brands in that group. Even special purchases used for promotion or profit are familiar brand name merchandise although it may be discontinued models, distributor's overstock, etc. The emphasis on the best known and best quality brands is threefold—as a concern dependent for business on the continued purchases of regular customers, Hudson's says it cannot risk the slightest chance of creating a dissatisfied purchaser—nationally advertised brands are better suited to the "impulse" buying that counts for so much of Hudson's add-on volume—word of mouth report that "Hudson's will have that" whenever a nationally advertised product is mentioned brings customers and customers' friends to Hudson's to shop. Furthermore, as credit terms, not price, is the selling feature at Hudson's, there is no quibbling when the salesman tells the customer that "you are getting this Sunbeam Mixmaster for \$39.95, the regular advertised price, and there will be no interest charges or carrying charges."

### Service is Important

The accusation that jewelry stores "sell 'em and then leave 'em alone" may apply to some concerns, but to the major outlets like Hudson's the service of electric housewares is as efficient and satisfactory as that offered by the majority of full-line appliance dealers in Los Angeles. Obviously, the suppliers demand that Hudson's

(Continued on page 172)





The Chicago Summer Markets, June 19-29, 1950 will be held at the Merchandise Mart (right) and the Furniture Mart (below)



*Invite Your*  
**DEALERS**  
 TO THE  
**CHICAGO SUMMER MARKETS**  
 IN THE JUNE ISSUE OF  
**ELECTRICAL MERCHANDISING**

The issue that everyone reads for "Pre-Show News." The June Issue gives you the chance to tell your full story to dealers three weeks before the shows open. Pre-sell your dealers on selling plans, service techniques and new products you intend to feature at the shows. Remember . . . every dealer will be reading this issue before he departs for the shows. Invite him to visit your booth.

*Special Note...*

Don't forget the National Housewares and Home Appliance Exhibit at Atlantic City, July 10-14. For complete Pre-Show coverage—read the June issue.

**CLOSING DATES FOR JUNE ISSUE**

May 1st  
 Copy to set

•  
 May 5th  
 Complete plates



**ELECTRICAL MERCHANDISING**

330 WEST 42nd STREET • A MCGRAW-HILL PUBLICATION • NEW YORK 18, N. Y.



**H**ere's a feature-laden line you can demonstrate with pride and profit! Designed to give top-level performance, styled to win instant approval, and built to promote lifelong goodwill — you'll find it a pace-setter.

Mastergrills, Waffle Makers, Toasters, Table Stoves, Folding Iron and ingenious Table Broiler — bringing to homemakers the "last word" in convenience, durability and attractiveness — assure a ready market, quick turnover, repeat business.

And since overall top quality can only be achieved through careful selection of the best materials, Stern-Brown, Inc. — makers of this

"Superstar" line — specifies heating elements of Nichrome. For Nichrome, world-famous, **high heat and corrosion-resistant alloy**, is the very hallmark of dependability, the symbol of trouble-free operation.

Nichrome, in fact, is the heart of good electrical appliances everywhere. Dealers who can say: "heated by Nichrome," enjoy the advantage of a powerful **plus value** at the point of sale . . . enabling them to sell more customers and keep them sold. Make sure that you, too, profit by such an advantage. If the makers of appliances you handle are not already using Nichrome, ask them to do so.

## Credit Is the Jeweler's Weapon

— CONTINUED FROM PAGE 170 —

maintain factory warranty, but the store's policy extends further than that. "We can't afford to lose customers," says one official, "we know that poor or over-expensive service is the surest way to lose the next sale."

Hudson's does not maintain its own repair department. Like appliance dealers, small and large, it makes use of the "factory repair stations" operated in Los Angeles by most of the manufacturers, or the independent repair stations authorized by the manufacturers to maintain guarantees. Following the expiration of the warranty, Hudson's gets the appliance serviced at these stations for the customers and either bills the customer at cost or absorbs the service charge when it is small or the customer is reasonably justified in his complaint.

### Competitive Practices

While the appliance dealer would like to feel that a jewelry concern such as Hudson's is regularly worried by the competition for the electric housewares dollar that is given by the appliance dealer, the situation seldom exists. Hudson's feels that it is in competition with two types of concerns for this small appliance business — with other large jewelry stores like nearby LeRoy's and Siltson's, and hundreds of smaller jewelry stores in the hundreds of outlying communities wherein live Hudson's 35,000 active accounts — and with the large Los Angeles department stores with their frequent promotions and special purchases and their charge account facilities.

To keep its own place in this competition, Hudson's runs regular promotions, with at least one extra large one every other month, to hold or renew interest in the store. Before Christmas, Hudson's prepared a catalog of outstanding jewelry and appliance items as suggestions for gift buying, mailing it to 35,000 active accounts and 15,000 inactive accounts.

Management at Hudson's tries to make the store an attractive and pleasant place to buy. Courteous greeting near the door welcomes every prospect. A large staff cuts waiting time to a minimum. Soft music is carried throughout the store all day. Credit booths are comfortable and they provide complete privacy. Customers may take purchases with them, gift wrapped if they wish, or they may have, without cost, United Parcel delivery to their door with the same speed as that provided for nearby department store giants like Bullock's, the Broadway Store and the May Co.

Put together, this merchandising activity for electric housewares by Hudson's illustrates why a Los Angeles Sunbeam distributor was reported nationally to have said that because of aggressive merchandising, jewelry stores now are ahead of the department stores in electrical housewares selling. End



Nichrome is manufactured only by  
**Driver-Harris Company**  
HARRISON, NEW JERSEY

Branches: Chicago, Detroit, Cleveland, Los Angeles, San Francisco,  
Manufactured and sold in Canada by  
The A. G. CHANDLER WIRE COMPANY, LTD., Hamilton, Ontario, Canada



# Double or nothing!

A barnyard drama proving that one pair is better than two of a kind

1.



2.



3.



4.



Whether you're raising chicks or sales checks, peak production comes only when both sexes are equally represented. That's why The Saturday Evening Post is America's most sales-producing magazine—it has just as many female readers as male readers. And do they like to buy! According to surveys, these Post-reading couples live far above the national average. For instance, 80 per cent of them own at least one car—10 per cent own two or more! So take advantage of the Post's winning he-she combination. Stock and feature the products these valuable couples read about on the pages of their favorite magazine.

THE SATURDAY EVENING  
**POST**

—where there's a woman for every man!



for big rooms

for bigger profits!



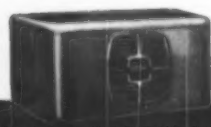
## Remington Heavy Duty Room Air Conditioners

There's a big gap between window sill models and store coolers - a gap with less competition, bigger unit sales and bigger profit margins. To cash in on this extra sales opportunity, you need Remington - the most complete line of heavy duty consoles.

The Remington Room Air Conditioner console line includes:

- Air cooled and water cooled models
- Models that heat as well as cool (a Remington exclusive with no competition)
- 1, 1½, 1½, and 1¾ hp models
- Models for AC and DC
- Superb hand finished wood cabinets
- Models for remote installation
- Special marine units

Price reductions up to 20% give you a bigger-than-ever market in this top-profit field.



Remington Window Models offer Maximum Cooling Power of any ½ or ¾ hp units, at greatly reduced prices.

PERMANENT DISPLAY: ROOM 1454  
MERCHANDISE MART, CHICAGO, ILLINOIS

**REMINGTON AIR CONDITIONING**

Division of Remington Corp.

CORTLAND, N. Y.

Cables: REMINGAIR

## How Macy's Does It

CONTINUED FROM PAGE 78

Work done by Macy's repairmen frequently goes far beyond the service possible in a factory-return.

"Take this iron, for instance," says supervisor Bissett. "The customer says it discolors her rayons when set at the rayon calibration. We tested it, and technically there's nothing wrong. Inquiry into how she uses the iron revealed her to be a slow-motioned, deliberate woman. So, we stepped the iron down. For a highly nervous woman we'd do just the opposite—adjust her iron to give greater heat than provided by the factory setting."

"The same with toasters. Several loaves of bread are used each day testing toasters. One of the first things we ask is what type of bread is used. White bread toasts faster than whole wheat or rye. It has less moisture content. It takes only a short time to readjust a toaster to do the right job for the customer's needs. This kind of service is not possible in a factory-return."

The parts inventory maintained in the service department is tremendous.—legs, cords, outlets, heating elements, handles, and small motors. A sanding machine, a drill press and a polishing machine help turn out highly professional finished jobs. Many times the happy customer thinks she has an entirely new appliance.

### Store Display

"Display is more beneficial than advertising in a store like ours," Mr. Vreeland opined. "Clean, neat, orderly arrangement is very important. Informative data to help a customer make quick comparisons is highly essential. Macy's has a traffic problem. The crowds must be kept flowing. Consequently toasters are grouped in one counter display, arranged from left to right according to price—the least expensive at the left—the most expensive at the extreme right. A placard under each model lists features and the price. The same is done with irons, mixers, coffee makers etc."

### Demonstrations

Mr. Vreeland has definite ideas on the value of demonstrations. "Demonstrations are an excellent, informative, educational medium for promoting appliance sale and use," he says. "They are also one of the best known means of building traffic. But in a department store the size of Macy's they have definite limitations. They can become a hindrance to sales, rather than a help, if not handled properly. Frequently they are in the way, causing traffic congestion. They can deflect a customer from her original purpose in coming to the store to purchase a particular item for well-thought-out reasons. In such cases, invariably, the customer regrets her purchase when she gets it home. That means the appliance sold under pressure comes back for credit."

"For that reason, Macy's keeps the demonstration areas away from the regular appliance counters carrying similar equipment. One good demon-

stration at a time is enough, under normal conditions," says Mr. Vreeland.

The manufacturer should not expect a department store to use his regular employees to demonstrate a single manufacturer's product. That's not Mr. Vreeland's idea of good demonstration policy. Rather, a demonstration should in every case be conducted by a regular manufacturer's representative, highly skilled in every phase of his product.

### Advertising

Under normal conditions advertising is an important means of promoting electric housewares sales in a department store, according to Mr. Vreeland, and there are no strings on his advertising budget. It usually runs to about eight percent of the total. But in recent months Macy's has done very little advertising of electric housewares. Says Mr. Vreeland, "It's foolish to advertise price-fixed merchandise. We're simply playing into the hands of discount houses. They capitalize on it, clip the ads out of the newspapers, and display them conspicuously and say, 'Look, Macy's wants \$17.95, you get it here for less than ten bucks.'"

As a result, Mr. Vreeland only advertises when he can locate products that are not price-fixed.

### Big Sellers

Irons and toasters are the two biggest sellers at Macy's. Mixers and blenders combined come third. Therapeutic appliances rate fourth. A big volume is done in therapeutics at Macy's. The best trained, best informed clerks are put in this department. Here electric blankets, heating pads, sun lamps—infra-red and ultra violet—are sold, as well as vibrators, sterilizers and vaporizers. People who come to this department are frequently in ill health—they need understanding and informed guidance. Macy's tries to give it to them.

Broilers come fifth; and roasters sixth. These are popular items in the New York market.

### Spring Promotions

February is special events month in Macy's electric housewares department. After the holidays, business drops off until about the middle of February," says Fred Vreeland. "Then, with the aid of a little promotional activity, things begin to pick up again. So, each year, a big promotion is planned to bring people's interests back to housewares again. The theme of the promotions varies from year to year. This year from February 13th through March 4th, it is a Housewares Carnival, and the electric housewares department has gone all-out to tie in with this theme."

Display extravaganzas galore were included in the electric housewares area. A giant size Proctor toaster atop a Pandora-like box, soared high into the stratosphere. An over-sized Sun-kist juicer, pouring a constant stream of orange juice, is reminiscent of the

(Continued on page 176)



## Agricultural implement!

Which? . . . Both! Meals mean more to farm families than to city people, because outdoor work requires a heavier food intake . . . Farm families are larger, too, sometime include a hired man or two . . . So the coffee maker and toaster may get more use from the **SUCCESSFUL FARMING** family in a single day—than in a normal week in a city home.

Since the majority have wired homes, and high incomes . . . need and want every mechanical aid that saves steps and labor, adds comfort or convenience . . . these SF subscribers represent by all odds the best market for appliances, major or minor. And SF represents the best advertising medium!

**SUCCESSFUL FARMING** subscribers are the country's best . . . have the best land, largest investments in buildings, livestock and machinery . . . know their business better, improve methods and practice steadily . . . produce top yields, prices, profits. The almost-a-million SF subscribers, in the fifteen Heart states alone, easily average 50% more than the US farm average. And ten years of unprecedented prosperity have given them billions in savings—to spend for anything that better their business or living! . . . No medium reaches them as comprehensively, gets more attention and confidence, is better read and relied on—than **SUCCESSFUL FARMING**! For facts on today's best electric goods sales opportunities, call any SF office! **SUCCESSFUL FARMING**, Des Moines, New York, Chicago, Cleveland, Detroit, Atlanta, San Francisco, Los Angeles.



**SUCCESSFUL**



**FARMING**

## Look at the new RAPIDAYTON Jet Pump Line!

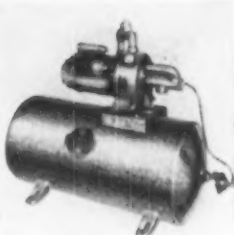
THIS NEW LINE of Jet Pumps gives you a bigger range of sizes, better design and more salability! It consists of one basic design. A simple conversion feature adapts all models for either shallow or deep well service as needed. Use coupon to get complete details.

Here is one of a complete line of vertical jet pumps for both deep and shallow wells. These pumps come in sizes from 1/4 h.p. up to and including 1 1/2 h.p. Can be had with any size tank.



There is now a complete line of RAPIDAYTON horizontal jet pumps for either shallow or deep wells. Sizes 1/4 h.p. to 1 h.p. inclusive.

The RAPIDAYTON line also includes horizontal jet pumps for either shallow or deep wells, with pump mounted on horizontal tank when a "package system" is required.



**THE DAYTON PUMP & MFG. COMPANY**  
Dept. EM 450 Webster St., Dayton, Ohio  
Please send me complete details and prices on the new RAPIDAYTON Line of Jet Pumps.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_

## How Macy's Does It

CONTINUED FROM PAGE 174

great thirst that besets a Carnival crowd. The strong man, represented by a Strob-A-Tac slow-motion demonstration machine, showing human muscles in motion. For treasures of fabulous wealth—a gold-plated Dormeyer mixer, a jewel-studded, gold-plated Steam-O-Matic iron under glass (insured for \$5,000) and a gold G-E blanket complete with gold-plated control box. The "You don't know your own strength department," represented by a Silex bowl tester. A huge Waring blender brimming with "pink lemonade." Lou Lehr, emceeing a "peep show" movie entitled "A Farberware broiler around the clock." A large troupe of live demonstrators showing how mixers, liquefiers, steam irons and table broilers operate, plus a two-a-day in the little demonstration kitchen in the corner, also featured electric appliance demonstrations.

To keep employee interest high, a sales contest was held at the end of each day. The sales force was divided

into six groups. Each group was given a daily quota. Every group that exceeded its quota at the end of each day was entitled to a prize. The winning groups were permitted to select the prize they were to draw for each day. And every clerk that sold in the group, whether it was for the entire day or for a few hours only, was entitled to a chance to draw for the prize. That way the element of chance was even greater, and the lucky winner many times turned out to be a young "roving" clerk who had only come into the department for a few of the rush hours.

More than \$2000 in prizes was taken from the electric-houseware's stock and included such items as a Hanovia Tanette; Ritz broiler; G-E toaster and iron; Steam-O-Matic iron; Osterizer; Presto steam iron; Dormeyer mixer; Betty Crocker iron; Universal Coffee-matic; Proctor toaster; Farberware broiler; Gilbert Whirlbeater; Mermaid steam iron; and Casco Electromatic tool kit. *End*

## Small Appliances Out Front

CONTINUED FROM PAGE 75



**CIPPARRONE AND BAACK** accept bags of silver dollars from photogenic bank messengers in preparation for "Dollar Day". Paying off customers in silver change provided publicity material, but it had a secondary purpose. Customers felt the heavy coins in their pockets and frequently spent them for other items before leaving the store.

Mantelli, or an assistant will be at the elbow of anyone pausing at a display of small items within a few moments of their entering the store. If all are busy the customer is at least acknowledged, with the promise of being "with you in a minute." For, says Mr. Baack, the merchant should recognize that there is generally more profit in the sale of \$100 worth of small items than in the same amount of large equipment. The sale is generally for cash, with no delivery costs, no servicing charges,

usually no complaints, and frequently a better mark-up than is possible on the larger items.

It has been said that the cost of bringing the customer into the store for the first sale of a major item is usually so great that the merchant does not begin to make a profit until he makes his second sale. Small appliances help in this process, by bringing customers into the store in the first place, for a quick and easy sale, and by making repeaters of them. *End*



*Look* at the range of products... *Look* at the range of prices

# GILBERT & POLAR CUB ELECTRIC APPLIANCES

## GILBERT Food Fixer (Model B-29½)

Includes food-and-meat chopper, juicer attachment, two bowls, built-in power unit for attachments. 16 speeds at flick of control knob. Swings, tilts on exclusive swivel bracket, lifts from stand

for mixing anywhere. **39<sup>95</sup>**  
Other Gilbert Food Fixers at **29<sup>95</sup>** (Model B-28)  
and **34<sup>50</sup>** (Model B-29)



## GILBERT Twin Nylon Whirlbeater (Model B-156)

New, portable "one hand" mixer with two powerful beaters of sturdy, flexible, unbreakable DuPont nylon. **11<sup>95</sup>**

With bowl and stand **14<sup>95</sup>** (Model B-157)



## POLAR Cub Windstreamer (Model A-2000)

Powerful new "wind tunnel" design, impeller type blades deliver a 25-mile-an-hour breeze. **34<sup>95</sup>**



## BY THE LARGEST MAKER OF FRACTIONAL HORSEPOWER MOTORS IN THE WORLD!

Sell one—sell all. You'll score more sales quicker with this sparkling new line of Gilbert and Polar Cub appliances. Every design, every price is planned to give your customers a top-drawer value!

Here's everything electrical—from big and small mixers, juicers, hair dryers—to the most powerful and the most beautiful electric fans on the market—all of them re-designed for 1950!

And remember, all Gilbert and Polar Cub appliances are powered by the famous Gilbert electric motor to give years of trouble-free service!

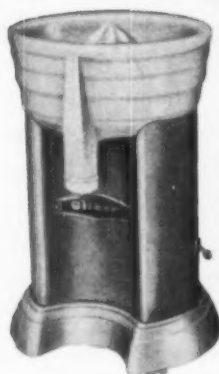
## GILBERT Drink Mixer (Model B-2)

Handy "home size" fountain mixer for delicious malted milks, fruit and party drinks. **10<sup>95</sup>**



## GILBERT Juice Extractor (Model B-120)

New, improved reamer type juicer squeezes oranges, grapefruit, lemons in a jiffy. **14<sup>95</sup>**



*More best sellers*

GILBERT Whirlbeater (Model B-155)  
GILBERT Fountain Mixer (Model B-28)  
GILBERT Vibrator (Model 17)  
GILBERT Hand Vacuum Cleaner (Model B-112)  
GILBERT Erasing Machine (Model B-162)  
GILBERT Electric "Hobby" Drill (Model B-144)  
GILBERT Electric Drill (1/4") (Model B-147)  
POLAR CUB Hair Dryer (Model A-84)

POLAR CUB Hair Dryer (Model A-85)  
POLAR CUB Broommaker 12" oscillating fan (Model A-440)  
POLAR CUB Broommaker 10" oscillating fan (Model A-430)  
POLAR CUB Broommaker 8" oscillating fan (Model A-420)  
POLAR CUB Little Giant 8" stationary fan (Model A-410)  
POLAR CUB Wind-0-streamer ventilating fan (Model A-7500)  
POLAR CUB Ventilator (Model A-114)

All prices approximately 5% higher Denver and West

For complete information on any or all Gilbert and Polar Cub products write

THE A. C. GILBERT CO., New Haven 10, Conn.

GILBERT HALL OF SCIENCE Products  
Powered by the famous Gilbert Electric Motor

# The Dealer who doesn't handle



## From Manufacturer to Consumer — A Product Sale Story

Before a product goes to market and its final sale it goes through many processing and sales stages — designing, manufacturing, wholesaling, and then to the eventual consumer. Of all those stages, four stand out in importance. Each is essential to an effective merchandising campaign — two of them indispensable where actual sales are concerned. They are shown in the chart below and . . .

HERE THEY ARE

The Important Segments reached by ELECTRICAL MERCHANDISING

| MANUFACTURER<br>(A reader also!) | WHOLESALE | RETAILER | CONSUMER |
|----------------------------------|-----------|----------|----------|
|----------------------------------|-----------|----------|----------|

Story of a Sale from Beginning to End

# Your Product...

We don't know why he doesn't—maybe it's his fault and then maybe you've never taken the trouble to sell him, but we do know that you'll never beat down competition unless you keep a hard hitting, aggressive group of dealers pushing your products at the point of sale. Sure, consumer advertising influences and pre-sells thousands of buyers—even sends them out looking for your product in dealers' stores. But when it comes to the actual sale, it's the dealer who guides the customer on the *brand* of the appliances, radio or TV sets.

No manufacturer wants a customer to ask for his product and have the dealer say, "I don't handle that brand but this one is just as good," or perhaps, "even better." To prevent this from happening build up your dealerships—make the top volume dealers eager to get your franchise and hold on to it—create and maintain interest in your product by advertising all its outstanding and exclusive features. Keep telling dealers how best they can promote sales, and show them the profit angle in handling your product. There is no better, more effective, or less expensive way to do this than by regularly advertising in the one trade publication those dealers are sure to read—ELECTRICAL MERCHANDISING.

## Remember... The local dealer is considered an expert!

The local dealer's customers and prospects are generally his neighbors and friends and when they buy they look to him for advice and assistance on what is the best buy for their money. They know he is an expert and understands the important features of all the products he sells. If he should just say, "It's all right and can do a fairly good job," you can bet they'll buy something else. This unenthusiastic type of selling won't happen on your product if you keep your dealers sold on your product and on their toes with all the latest information. Use the dealers' preferred trade publication, ELECTRICAL MERCHANDISING, and you can be sure your sales curve will stay up.

### Readers of

**ELECTRICAL MERCHANDISING** are retailers (and wholesalers) of major appliances, electric housewares, radio and television sets and scores of related products and accessories. These products are bought with thought, usually with considerable family-wide consultation (Note: Here's where consumer advertising pays off). The products sold to the public by this group of retailers are sold with dealer advice and endorsement. They will not move without this important dealer ingredient. And they must have proper wholesale set-ups to facilitate it.

To reach dealers in  
**APPLIANCE — RADIO — TELEVISION STORES**  
**DEPARTMENT STORES FURNITURE STORES**  
**HARDWARE STORES UTILITY MERCHANTISERS**

*tell your product story in*

● **ELECTRICAL** ●  
**MERCHANDISING**

A MCGRAW-HILL PUBLICATION • 330 W. 42nd ST., NEW YORK 18, N. Y.



**NEW! EASY-TO-SELL**

**FASCO**  
ARCTICAIRE  
FANS for '50

The Line that  
**SOLD OUT in '49**  
Now **FOUR WAYS**  
**BETTER for '50**



Model M-55, 12" Lo-Level Fan, 3 Speeds  
(Also available for '50 in 10" size single speed)

- **NEW SIZES** — the beautiful, fast-selling FASCO Lo-Level Fan . . . now made in TWO sizes . . . 12" — three speeds, and 10" — single speed.
- **NEW FINISHES** — Always tops in eye appeal . . . FASCO Fans for '50 are color-styled, finished for new beauty that lasts for years.
- **NEW MODELS** — You'll see several other new sure-fire sellers . . . or **WRITE NOW**, for advance information . . . they're the hottest news in the industry.
- **NEW EFFICIENCY** — FASCO Fans for '50 are again out front in overall performance . . . delivering more air, more quietly, with longer trouble-free life.



Model M-165  
16" Pedestal, 3 Speeds.  
Adjustable in height  
from 4 to 7 feet



Model M-128  
12" Heavy Duty  
3 Speeds



Model M-121  
12" Standard  
1 Speed



Model M-163  
16" Deluxe Heavy Duty  
3 Speeds



Model M-103  
10" Standard  
1 Speed



Model M-101  
10" Deluxe Heavy Duty  
1 Speed

**WRITE!**

Be sure to get your  
copy of the 1950  
FAN CATALOG  
... NOW!

**FASCO**  
INDUSTRIES, INC.  
ROCHESTER 2, NEW YORK

## The Women's Magazine

CONTINUED FROM PAGE 71

can key his window-displays and showroom displays to the products featured. He can use the articles in his sales talks, or refer to them when a customer asks for advice.

Tying-in with magazine articles isn't entirely a new idea in the retail business. For years department stores and drug stores have been tying in with magazine articles on cosmetics and beauty preparations. In recent years department stores have extended the practice to include women's fashions and children's clothes and still more recently to furniture, linens, silverware and china.

A dealer with a knack for display plus a little imagination can take an attractive magazine feature, duplicate the setting in his store window or showroom, using the actual pages mounted on cardboard in a central spot to give the display meaning. The chances are that many women passing the store or entering the showroom have seen and read the article. Selling, like education, is largely a matter of repetition—a matter of showing familiar things over and over, again and again, with a change of setting.

A busy electrical dealer hasn't much time for magazine reading. He does get a kick out of seeing the national advertising his manufacturers are doing in the big weeklies and in his regular trade paper. But he's missing a bet if he fails to keep informed of the electrical equipment the women's magazines are featuring each month. It will help him to trace the true source of many of his sales.

Also, the well-trained, conscientious salesman will find them invaluable. Filed in a looseleaf binder they will serve as basic reference data.

Where can a dealer get a better salesman, so well informed, for so little? True, not every issue will carry an appliance feature, but at least one magazine out of all the women's magazines will have an article a dealer can work with each month. (To help our readers locate these appliance features, ELECTRICAL MERCHANDISING runs a monthly column entitled "Appliances In The Magazines.")

Every magazine presents its editorial

material in a different manner, each of them constantly seeking new and better methods for dramatizing the equipment they are working with. But, basically, it is their aim:

1. To stimulate the homemaker to use the electric equipment she already owns to its fullest capacity.
2. To encourage every homemaker to buy good time- and labor-saving equipment which will help her make a better home for her family.
3. To counsel her in the choice of equipment she plans to buy.
4. To inspire greater enthusiasm in homemaking by supplying a constant variety of new and varied food recipes—nutritive and taste-tempting—which are simple to prepare electrically.
5. To educate her in the correct way to use and care for these valuable electric servants.
6. To acquaint her with the latest in scientific developments in food and in equipment.

Let's take a look at how electric housewares were promoted in the women's magazines in the past year:

### Good Housekeeping

Dramatizing the ideal in "end results" to be gotten from electric housewares, *Good Housekeeping* currently uses page-size, four-color photographs, each a work of art in itself: A golden-brown waffle for the waffle iron; perfect toast with jam for the toaster; a coffee-pouring setting for the coffee maker; fluffy mashed potatoes for the mixer. This type of suggestive illustration has proved to have great appeal for the reader. In addition, the accompanying text is packed full of factual data that sells as it informs. Information on cost of operation; kinds of equipment available; improvements to be found in latest models; and general suggestions on how a homemaker can suit the equipment to her particular needs. All of this makes excellent tie-in material for the appliance dealer.

These housewares features are in addition to the lead features on major appliances, and the regular departments, such as "The Hope Chest for Brides," which frequently covers electric housewares.

### Women's Home Companion

Over and above the regular major appliance lead articles—which frequently include electric housewares—*Woman's Home Companion* carries informative "how-to-do" articles on electric housewares through the year. The "Kitchen Pin-Ups," primarily a food feature which appears regularly in the *Companion*, also carries illustrations showing actual use of these appliances in preparing food.

In January, 1950, the *Companion* for the first time merchandised an electrical appliance article entitled "Let's Give a Kitchen Party." This three-page article in full color shows how electric housewares make informal entertaining more fun and less work, and features a liquefier, waffle-baker, automatic coffee maker and griddle.

(Continued on page 182)



"THAT'S LOVELY, DEAR. NOW LET'S TEST THE  
NEW GARBAGE DISPOSER."

PRESENTING MODEL 62

# the finest Hoover<sup>®</sup> ever built

**Another new cleaner . . . another new reason for a record Hoover year!**

1950 is a year of big announcements—a year of good news for both Hoover customers and Hoover dealers.

This spring we're not only introducing the wonderful new AERO-DYNE, outstanding tank-type cleaner, we're also presenting another new cleaner, the de luxe Model 62, the finest Hoover ever built.

Model 62 has a completely new and modern color scheme in blue and beige. It's styled by Henry Dreyfuss, noted American designer. New angle-conversion for cleaning tools and all the other features listed at the right make it the feature leader of the Hoover line.

All this makes Model 62 THE cleaner for homeowners who want the very best. And Model 62 adds its prestige to the rest of the Hoover line . . . helping the sales of ALL Hoover Cleaners.

It's another big reason why—like your customers—"you'll be happier with a Hoover!"

It beats . . . as it sweeps . . . as it cleans

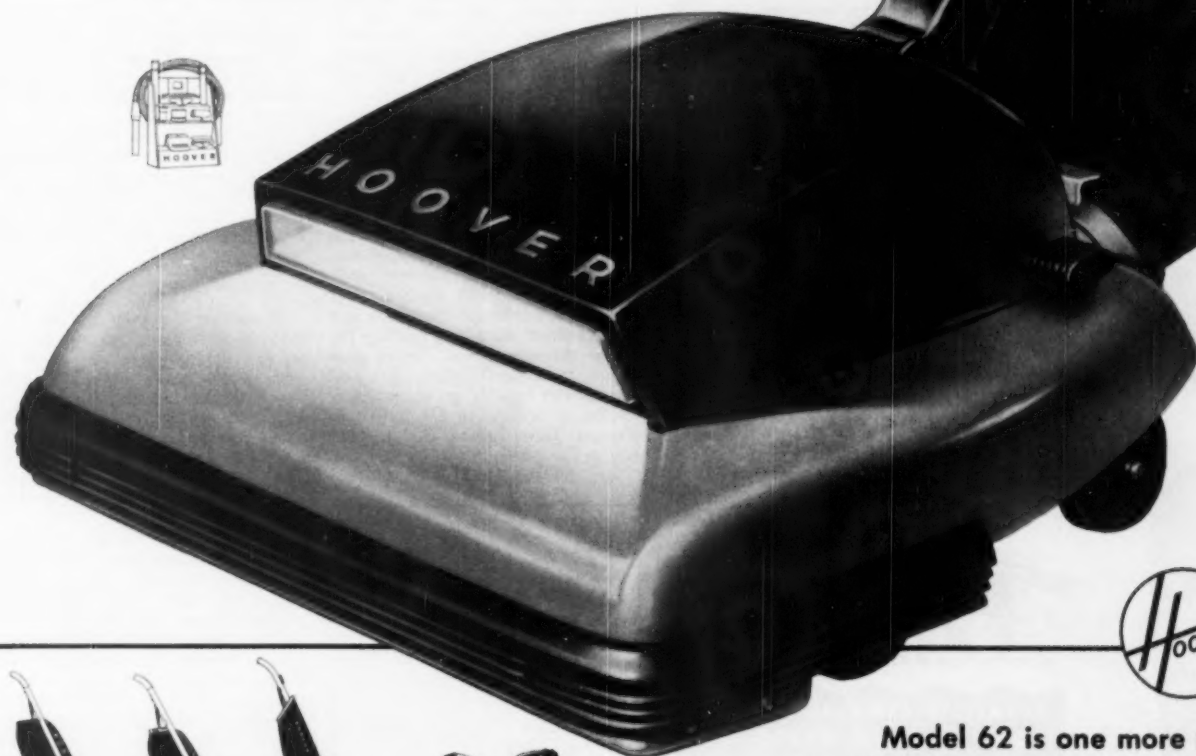
New Handisac for neater dirt disposal

New lightweight Veriflex hose

More mobility for cleaning tools

Automatic rug thickness adjustment

*With Handisac*



New Model 62 Hoover Cleaner

Model 28 Hoover Cleaner

Model 115 Hoover Cleaner

New Hoover AERO-DYNE Cleaner

Hoover Iron

**Model 62 is one more reason this will be a record Hoover season!**

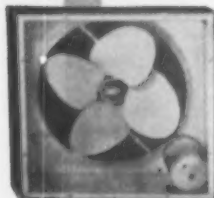
**THE HOOVER COMPANY**

North Canton, Ohio; Hamilton, Ontario, Canada  
Perivale, England

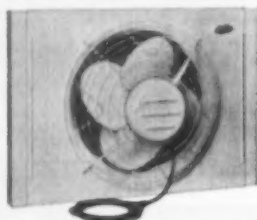
# Fresh-Air Makers

FOR 1950 WILL

*Sell a Plenty*



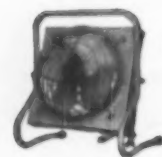
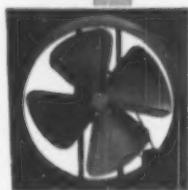
BECAUSE: THEY ARE HIGH  
QUALITY FANS WITH NEW  
FEATURES BOUND TO BE  
POPULAR—TOP PERFORMANCE  
—GOOD LOOKS—PRICED RIGHT



Upper Left—24" window fan—cabinet or non-cabinet—for outside or inside—business or homes—water proof motor—a natural for complete ventilation of today's small houses—universal application—practically eliminates installation cost.

Above—A 1950 leader—a low priced, two speed, 16" and 20" window fan with big air delivery—attractive and quiet.

FULL POPULAR PRICED LINE  
10"—12"—16"—20"



Over thirty models belt and direct driven fans, automatic shutters and controls, for all popular uses—also large and small centrifugal blowers.

ATTIC FANS  
ATTIC-PAKS  
EXHAUST FANS  
PORTABLE FANS  
WINDOW FANS  
CENTRIFUGAL BLOWERS  
ACCESSORIES



DISTRIBUTORS  
JOBBER  
CONTRACTORS  
DEALERS...

PLEASE SEND FOR NEW CATALOG

SCHWITZER-CUMMINS COMPANY  
VENTILATING DIVISION  
1125 MASSACHUSETTS AVENUE  
INDIANAPOLIS 7, INDIANA  
ENGINEERS AND MANUFACTURERS

*of Fine Fans  
for 31 years*

## The Women's Magazines

CONTINUED FROM PAGE 180

Seventy-three department stores in 34 states tied in with this equipment promotion through retail advertising, window displays and store demonstrations carrying out the kitchen party theme, and the response was extremely favorable. Specialty dealers could well do likewise.

Under this merchandising arrangement, only one department store in each city is invited to tie-in. The store list, however, varies with each promotion. Ample time is given stores desiring to participate to stock the featured equipment, and the *Companion* sends free of charge and in advance of publication useful promotional material—everything from copy suggestions to mounted reprints.

This promotion met with great enthusiasm on the part of all the stores that cooperated. Most of them reported a marked increase in electric housewares sales during the promotion.

### McCall's

In a series of 4-color pictorial feature stories under the title "This is How I Keep House", *McCall's* frequently features electric housewares in their actual surroundings. Many illustrations in this series lend themselves admirably to dealer tie-ins.

Other full page features, some in color, some in black and white, of the "how-to-use" and "easy-to-operate" nature, featuring such products as the electric blanket, flat iron, coffee-maker and mixer, all carry factual, informative data that makes them highly suitable for tie-in purposes.

### Ladies Home Journal

In presenting small appliances, *Ladies Home Journal* often shows them in their natural home-like background—in kitchens, laundries, and other suitable rooms. For example, the kitchen modernization spreads, a regular feature, show kitchens fully equipped with specially planned places for mixers, toasters, waffle-bakers, and coffee makers. Also, in developing the "How America Lives" series each month, the *Journal* editors, in actual contact with families, get many opportunities to personalize the use of appliances. Toward that end they maintain a large household department

where equipment is constantly under test to determine such facts as how hot? how cold? how long to heat? how costly to use?

### Parents' Magazine

Operating on the premise that to encourage sales of electric housewares, homes must have places where housewares can be easily used and conveniently stored, *Parents'* concentrates their editorial emphasis on adequately sized, well-planned kitchens and eating areas with ample counter space or other facilities for convenient use of all electric housewares. This is a standard practice in all plans for *Parents'* "Expandable Homes."

### Better Homes & Gardens

Practically every issue of *Better Homes & Gardens* contains promotional articles on electric housewares that are suitable for tie-in purposes. In the March issue, for instance, chasing two well-known breakfast bugaboos—monotony and lack of time—is dramatized in two articles:

"Make Breakfast Fast and Easy" illustrates the electric housewares approach to preparing a quick, nutritious breakfast with electric housewares. This article illustrates a wide variety of appliances that can be used to take the "rush" out of breakfast and put it into the luxury meal class.

"Breakfast to Crow About," the food feature, carries out the quick breakfast idea with an attractive array of food dishes that can be prepared quickly with the electric equipment shown.

These electric housewares articles, are in addition, of course, to regular features carried each month on major electric equipment, kitchen modernization, and a series of home shop tool articles that have been running regularly.

### House & Garden

In addition to regular appliance articles in every issue, *House & Garden* features electrical housewares to tie in with special themes of certain issues. For example, in the May Brides' issue, a kitchen trousseau story—in June, barbecuing and plug-in cooking appliances for summer living—in November and December, handsomely illustrated pages of electric housewares that make good gifts for the home.

Another service that *House & Garden* makes available to qualified buyers in department stores, hardware stores, etc., is an 8-page Trade Edition supplement bound into the magazine. These special Trade Editions are mailed ten days in advance of the newsstand date, and include the latest trend news on equipment and preview housewares which will appear editorially in future issues. An interested dealer can avail himself of this service by specifying trade subscription.

### American Home

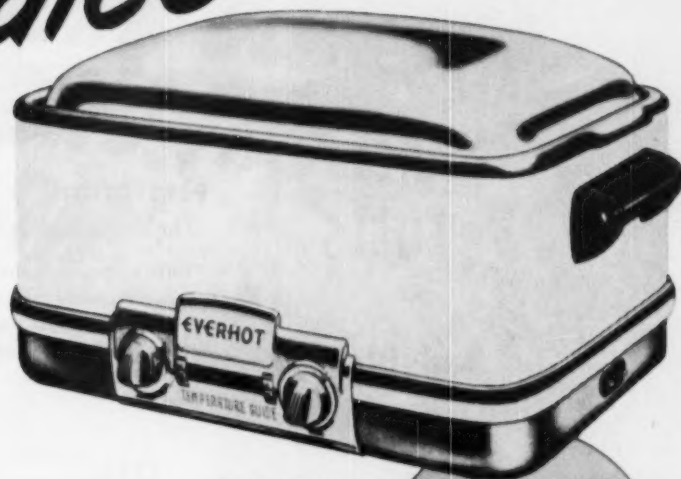
Trying to get before their readers the ease of housekeeping with small  
(Continued on page 184)





# Spark Spring Sales

## with this ELECTRIC HOUSEWARES WEEK SPECIAL MODEL EVERHOT DELUXE ROASTER-OVEN



RETAIL PRICE

**\$29<sup>95</sup>**

Everhot gives you something new, dynamic, startling, to bring the electric housewares shopper into your store—a special Everhot Roaster-Oven with many deluxe features, for only \$29.95.

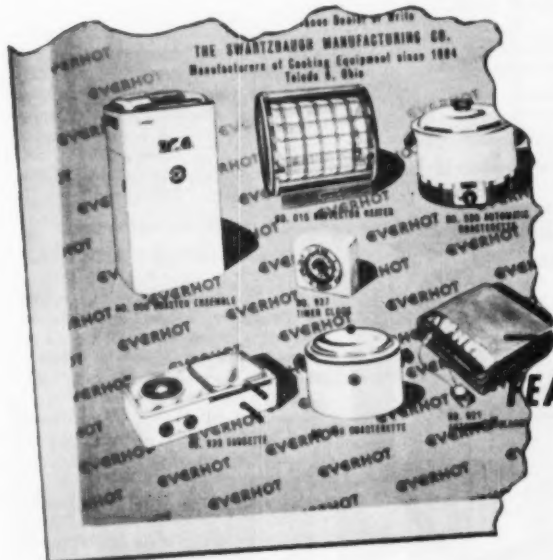
Spark the interest of the shopper into buying action. Here is a perfect example of Everhot "Outstanding Value"—known high quality at a price that makes it such a marvelous bargain that no woman can resist it.

Production of this Everhot "Electric Housewares

Week Special" is limited. A specific allotment has been set aside for your territory.

Contact your Everhot distributor or the factory by phone, wire or letter and get your order request on record. You may not get all you want, but you will get some—if you act promptly.

There will be no opportunity for repeat orders.



These Everhot Electric housewares represent outstanding value. Display them and watch them sell.

# EVERHOT

**ELECTRIC HOUSEWARES**

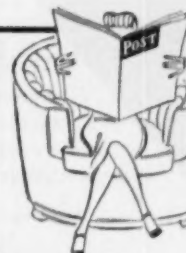
**SELL THE WHOLE LINE**

**ELECTRIC  
HOUSEWARES**  
A BILLION DOLLAR OPPORTUNITY

● Everhot Roaster Ensemble, Roasterettes, rangeettes, blankets and heaters all offer unusual sales appeal features. Show them. Display them. Sell them.

## FEATURED IN THE POST

The Everhot color advertisement in the Electric Housewares Week special edition of the Saturday Evening Post, April 15, features these Everhot products. Millions of housewives will see them in this Everhot Post ad.



Manufacturers of Cooking Equipment since 1884

**THE SWARTZBAUGH MFG. COMPANY**

**TOLEDO 6, OHIO**

**NOW!**  
fine ranges  
for  
**ALL**  
**THREE**  
from **FUELS**  
**ONE**  
dependable  
source...

**PERFECTION**

**PERFECTION STOVE  
COMPANY**

7147-A PLATT AVE.  
CLEVELAND 4, OHIO

ATLANTA  
CHICAGO  
CLEVELAND  
JERSEY CITY  
KANSAS CITY  
OAKLAND  
ST. PAUL

**GAS**

**PERFECTION**

*Broils meat without turning!*

"NO-TURN" BROILER—broils both sides at once!  
GLISTENING-WHITE OVEN—smooth sides for simplest cleaning!  
LIFETIME BURNERS—as small and as easily washed as tea cups!  
EXTRA ECONOMY OVEN—by pushing lever in the broiler!

These ranges get the servicemen's hearty approval, too!

**NOW!** With the bigger Perfection line more dealers can benefit from the mixed-carload discount plan... with freight prepaid!

**ELECTRIC**



**PERFECTION**

*The range with the extra features!*

FULLY AUTOMATIC CONTROLS—cooks while the cook's away!  
GLEAMING-WHITE OVEN—new acid-and-stain resistant lining!  
NEW-TYPE DEEP-WELL—automatically raises the fourth heating unit!  
HEAT-CONTROLLED WARMER—keeps food, dishes piping hot!  
ADJUSTABLE LAMP—slides up and down at fingertip pressure!

**OIL**



**PERFECTION**

*Modern... clean... instant heat!*

HIGH-POWER BURNERS—100% combustion—  
no soot, smoke, odors!  
INSTANT CONTROL—from searing to simmering  
in one-half second!  
"LIVE-HEAT" OVEN—circulating heat removes excess moisture, odors!  
EASY-TO-CLEAN—slide-out oven burners, fine porcelain enamel!



**Women's Magazines**

CONTINUED FROM PAGE 182

appliances, *American Home* publishes such articles as "Keep the Mixer Above Board," plus a variety of house-keeping hints showing added uses for these electric housewares. A new series of time and motion studies promoting electric equipment recently launched should provide good tie-in material.

**House Beautiful**

*House Beautiful* editorial treatment of electric housewares concentrates as a rule on the complete kitchen rather than any single type of appliance. Its purpose is to sell the reader the efficiency of a modern kitchen as "a complete unit" and the contribution that electric housewares make.

A "complete" modern kitchen as *House Beautiful* approaches it consists of well-engineered, labor saving equipment, properly arranged for efficient use, in a decorative scheme in line with decor trends.

Individual appliances are featured in monthly articles such as "Take It Easy Lady" and the "It's Worth Mentioning" feature for shoppers. Sometimes electric housewares editorial "trade reviews" are published.

**Household**

Aimed directly at the small city and town market, *Household* is distributed by subscription only, to 2,150,000 families. Eighty-two percent of its readers are located in communities under 25,000 population, and more than 70 percent own their own homes. Every month, in the equipment section entitled "Elizabeth Shaffer Looks At..." major appliances and electric housewares are featured.

**Today's Woman**

Specifically directed to the young and recently married women, *Today's Woman* is a comparatively new magazine in the homemaking field. It has a circulation of one million, and the median age of its readers is about 28 years. More concerned with what a young and busy housewife can do with her limited time and money than what she would like to do, the latest in modern electric household equipment is featured in a special section entitled "Today's Woman At Home," in a simple, explicit and budget-conscious manner.

**Food Chain Magazines**

*Woman's Day* is distributed through all the A & P stores in the country. It has a circulation of 3½-million, and in the "How To" section there are many tips on the care and use of appliances each month, such as "How to Clean an Electric Fan" and "Take Care of Your Vacuum Cleaner."

*Family Circle* has a circulation of over 2-million. It is sold through ten grocery chains—Safeway, Kroger, American Stores, and Grand Union, to mention a few. Practically every issue carries two feature articles on appliances in full color. One is usually a true story of an actual family and how they use their new electrical equipment, such as "We Planned Everything We Wanted Into Our Small Kitchen."

# LOW-COST HOME COOLING IS SWEEPING THE NATION!

Get your share of this  
profitable business with  
these new Hunter Fans

## NEW MODELS! NEW LOW PRICES! NEW SALES APPEAL!

In 1950 Hunter brings you a real opportunity to make extra profits by selling low-cost home cooling.

Every home owner or home buyer is a prospect for a new Hunter Package Attic Fan. Renters of apartments and small homes can be turned into customers for the new Hunter Window Fan. These fans are priced low for volume sales.

People everywhere are turning to attic fans and window fans for cool comfort in hot summer months. Reliable sources estimate that over 100,000 attic fans will be sold in 1950, and even more window fans. The market is BIG in every section of the country.

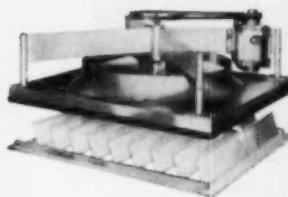
You can get your share of this profitable business with these new Hunter Fans.

### FINEST FANS EVER BUILT

You can depend on Hunter for highest quality materials, expert workmanship, and sound design. Every Hunter Fan is built to last a lifetime, with simple care. These fans are famous for quiet, trouble-free operation.

# HUNTER FANS

Since 1886



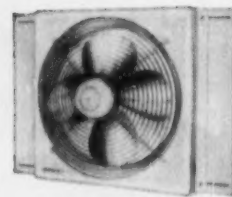
## Hunter Package Attic Fans

Easiest of all to install

Priced to retail as low as \$139.50

These new fans cut installation costs in half, and insure complete satisfaction of home owners. Fan, motor, suction box and ceiling shutter are all included. Require only a ceiling opening in hallways and 17" clearance in attic. No suction box to build; no extras to buy and install.

Four models, ranging from 4750 CFM to 9500 CFM, will fit any home size and any climate. Model illustrated here, with automatic ceiling shutter, priced to retail at only \$139.50. It's a real value!



## Hunter Window Fans

Quiet, Powerful, Beautiful

Retail prices start at \$54.95

Illustrated above is the new Hunter 18" Window Fan, which retails at only \$54.95. This brand new fan, powered by a two-speed electrically reversible motor, delivers 2500 CFM—certified rating.

Expandable side panels permit easy installation. Design of fan is modern, with silver safety grille and ivory finished (baked enamel) cabinet. Ideal for apartments.

For larger air volume, Hunter also offers a DeLuxe Window Fan (2-speed) with certified output of 4250 CFM.

Write, wire or mail coupon  
for catalog, prices, and name of  
Hunter distributor near you

### MAIL THIS COUPON

Hunter Fan and Ventilating Company,  
398 So. Front St., Memphis 2, Tenn.  
Send complete information on Hunter Attic  
and Window Fans to

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City & State \_\_\_\_\_



BETTER HOMES & GARDENS, APRIL, 1950

**Biggest...Handiest...Cost Less Per Foot Than Any Other Cabinet-Sink**

You're really in luck when the world's finest cabinet-sink also turns out to be the world's best buy! That's the way it is with the Shirley Steel Kitchen—84"!! You get the sparkling Maestros. They're lovely to look at, give you more storage space, more conveniently arranged shelves, no ledges to collect dust, clean beautifully. Shirley Steel Kitchens—84"!! You get the sparkling Maestros.

Guaranteed by Good Housekeeping

## SHIRLEY advertising is doing a big job for YOU!

• Through these and other leading national magazines, including Good Housekeeping and the Farm Journal, Shirley is telling kitchen prospects in your locality about Shirley Steel Kitchen values. And it's working, too, as proved by thousands of requests for the Shirley catalog during the past year. Names of all these interested prospects are turned over every month through Shirley distributors to the nearest Shirley dealer. Here's advertising that's producing actual sales for dealers. You can benefit, too, if you sell...

**SHIRLEY** *"the value line"*  
IN  
**STEEL KITCHENS**  
SHIRLEY CORPORATION • INDIANAPOLIS 2, INDIANA

## NEW POSITIONS

### Gibson Refrigerator Co.



G. L. REES

G. L. Rees has been made manager of sales for the Gibson Refrigerator Co. and will be responsible for the sale of the firm's refrigerators, ranges and home freezers through all types of distribution in the United States. He was formerly manager of range sales for Gibson and has had many years experience in the appliance industry.

### Silex Co.



MONROE G. SMITH

Monroe G. Smith, who earlier this year was named general manager of the firm, has been elected president of Silex Co. He will serve as president and general manager, assuming overall supervision of the entire Silex operation.

### Coleman Co., Inc.

After 38 years with the Coleman Co., of Wichita, Kans., having started as their first full time outside salesman, Ralph W. Carney has retired as vice-president in charge of marketing. He is succeeded by Carl L. Burrows as the company's top sales executive. Mr. Carney will continue as a member of the Coleman board of directors, and as an active public speaker.

### Kelvinator Division Nash-Kelvinator Corp.



LOWELL G. COLLINS



L. JACK GAGE

Lowell G. Collins has been named sales promotion manager and L. Jack Gage commercial advertising manager of the Kelvinator division of Nash-Kelvinator Corp. Collins joined Kelvinator in 1946 as commercial advertising manager. Mr. Gage has been with the firm for 24 years in the service and advertising departments.

### Du Mont Laboratories, Inc.



DOUGLAS DAY

Douglas Day, formerly executive vice-president of Buchanan & Co., Inc., has been appointed director of advertising for the Allen B. Du Mont Laboratories, Inc. He will coordinate the advertising, sales promotion and merchandising activities of the television receiver sales division and the broadcasting divisions. Henry Geyelin continues as advertising manager of the receiver sales division.

John F. Herbst has been appointed western regional manager for DuMont's receiver sales division. For the past five years he has been buyer and manager for the radio, television and appliance departments of W & J Sloane, Beverly Hills.

# "He" sells water heaters by *actions*, not words!



You have a water heater salesman right in your customers' homes. "He" doesn't say anything but "he" is constantly demonstrating the need for automatic electric water heating. "He" is the automatic clothes washer you've already sold.

Every customer who has a clothes washer in her home is a prospect for an Electric Water Heater. Without a dependable, automatic supply of good hot water, the washer can't do an adequate job.

So be sure to ask what type and size of water

heater your customer now has in her home. You'll be surprised to find how easy it is to sell her an Electric Water Heater, and how many actual sales result from this approach. Try it, prove to yourself how successful it is.

The same principle holds true every time you sell an Electric Dishwasher, Range or Clothes Dryer. Each of these appliances also paves the way for an Electric Water Heater sale—the dishwasher because it, too, needs a dependable supply of hot water at the proper temperature

—the other two appliances because when a home is wired for them it's easier and costs less to install an Electric Water Heater.

Even if you don't make the water heater sale at the time you sell the other appliance, put each customer on your hot prospect list and follow up frequently. The job is made still easier by the fact that people *want* electric water heating. Industry figures and surveys show that. More people all the time are buying Electric Water Heaters.

## SELL ELECTRIC WATER HEATERS

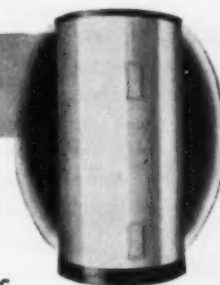
### They're what people want!

ELECTRIC WATER HEATER SECTION—National Electrical Manufacturers Association, 155 East 44th Street, New York 17, N. Y.

ALLCRAFT • BAUER • BRADFORD • CROSLY • FAIRBANKS-MORSE • FOWLER • FRIGIDAIRE • GENERAL ELECTRIC  
HOTPOINT • HOTSTREAM • JOHN WOOD • KELVINATOR • LAWSON • MERTLAND • MONARCH • NORGE • PEMCO • REX  
RHEEM • SELECTRIC • SEPSCO • A. O. SMITH • THERMOGRAY • TOASTMASTER • UNIVERSAL • WESIX • WESTINGHOUSE

ELECTRICAL MERCHANDISING—APRIL, 1950

PAGE 187





**A NEW NUMBER!** You'll find it well worth while getting a line on this beautiful new Carrier Room Air Conditioner. It has the features your customers want for their homes and offices — quiet operation, efficiency and reliability, built in by the men who know air conditioning best. It has the features that dealers want, too — a name

that sells, a long margin of profit, and aggressive advertising and promotional support. There are six popular models in sizes that meet all needs. Want further details about this money-maker? Write Carrier Corporation, Syracuse 1, N. Y., the leaders with world-wide experience in *Air Conditioning, Refrigeration and Industrial Heating.*

## NEW POSITIONS

### Royal Vacuum Cleaner Co.



EDWIN A. HAMALA

Edwin A. Hamala has been appointed to the sales executive staff of the Royal Vacuum Cleaner Co. Mr. Hamala has had a long career in the appliance industry, having been associated with Apex Electrical Mfg. Co and the Premier division of General Electric. He was also formerly with Jack & Heintz Industries and most recently has been with an advertising agency.

### Fedders-Quigan Corp.



ROBERT E. CASSATT

Robert E. Cassatt has been appointed advertising manager of Fedders-Quigan Corp. He was formerly assistant advertising and sales promotion manager of General Electric's receiver division.

### Emerson Radio & Phonograph Corp.

Leo Hahn has been appointed manager of the premium sales division of Emerson Radio & Phonograph Corp. He had been manager of the Emerson distributing organization in northern California for two years and prior to that was sales promotion manager for Emerson.

### Proctor Electric Co.

W. L. Obert has been named assistant sales manager for distributor sales for the Proctor Electric Co. He has been with Proctor's advertising department since 1946.





*"Looks like we put our dough into the wrong models"*

High quality at low prices plus highest consumer preference—

backed by solid advertising and hot promotions

—builds volume *and* profits. New Bendix Dialamatic **'169.95\***

New Bendix Economat **'189.95\*** . . . New Bendix DeLuxe **'199.95\***

New Bendix Gyramatic **'249.95\*** . . . New Bendix Gyramatic with

soap injector **'269.95\*** . . . New Bendix Dryer **'199.95\*** (electric model)

\*Suggested retail prices

**BENDIX**  
automatic  
**Washers**  
DRYERS IRONERS

**BENDIX HOME APPLIANCES, INC. • SOUTH BEND 24, INDIANA**

ELECTRICAL MERCHANDISING—APRIL, 1950

PAGE 189



Illustration from Tappan advertisement appearing in popular magazines this spring.

**M**ORE than 21 million copies of the nation's most popular magazines have already this year carried forceful Tappan advertising.

Now the April issues of LADIES' HOME JOURNAL, WOMAN'S HOME COMPANION, COUNTRY GENTLEMAN, SUCCESSFUL FARMING and SUNSET are adding impetus to that powerful program. And every week more than 40 million listeners hear of Tappan on the popular radio network shows.

Ask your Tappan representative—or write us—for the complete program of local sales helps for tying in with this sales-building program!

*You'll go farther in '50 with*  
**TAPPAN**

**The Tappan Stove Company, Mansfield, Ohio**

*For 69 years the makers of fine ranges*

## NEW POSITIONS

### Amana Refrigeration, Inc.



HOWARD HALL



G. C. FOERSTNER

Officials of Amana Refrigeration, Inc., which has taken over the work formerly done by the refrigeration division of Amana Society, include Howard Hall, president, George C. Foerstner, vice-president and general manager, Forrest Stewart, vice-president, B. T. Perrine, secretary, and Thomas L. Crabbe, treasurer.

### Westinghouse Electric Corp

Eleven new lamp sales districts have been created by Westinghouse. Their location and the manager of each include: Texas division, Dallas, Raymond K. Leonard; Midwest division, Kansas City, Mo., Frank L. Taylor; Florida division, Tampa, Emory L. Puckett; Carolina division, Charlotte, W. R. McKinney; South Central division, New Orleans, Joseph J. Sanders; mid-south division, Chamblee, Ga., R. D. Barr; New York state division, Syracuse, William A. Massey; Pennsylvania-Ohio division, Pittsburgh, Ray C. Daugherty; Michigan division, Detroit, Harry A. Kinley; Ohio Valley division, Cincinnati, Howard J. Thomas; and Greater New York division, Edward V. Bergui.

### Crown Stove Works

Stan J. Ormsby has been appointed factory representative for the Crown Stove Works in the Buffalo area. He was formerly with the Estate Stove Co.

### Capehart-Farnsworth Corp.



E. PATRICK TOAL

E. Patrick Toal, formerly sales manager of North American Philips Co., has been appointed sales manager of the Capehart-Farnsworth Corp. Mr. Toal has been in appliance, radio and television merchandising for 13 years, eleven of which were with General Electric. He was at one time national radio sales manager for G-E and was later eastern sales manager of Hotpoint, Inc.

### Hallicrafters Co.



PAUL H. ECKSTEIN

Paul H. Eckstein has rejoined the Hallicrafters Co. as television sales manager. He had previously been with Hallicrafters as sales manager of its home radio division. Most recently he was assistant general sales manager for the Gibson Refrigerator Co.

### Murray Corp. of America

Frank E. Johns has been appointed west coast regional sales manager of the home appliance division of Murray Corp. of America. Until recently he was president of Empire Supply Co., Inc., plumbing supply distributors. His headquarters will be in Oakland, Cal.

Graham Riley, formerly a district sales manager for American Central, has been appointed a regional sales manager for Murray Corp. and will cover Indiana, Kentucky, Ohio, lower Michigan and parts of New York, Pennsylvania, West Virginia, Virginia and Illinois.

To get out front in oil  
heater sales, you must have

# Coleman's big 3 for '50

If you don't have full information about Coleman's Golden Anniversary line of Oil Heaters, get in touch with your Coleman distributor or write today to The Coleman Company, Inc., Dept. EM-954, Wichita 1, Kansas.

COMFORT COSTS  
SO LITTLE  
WITH A

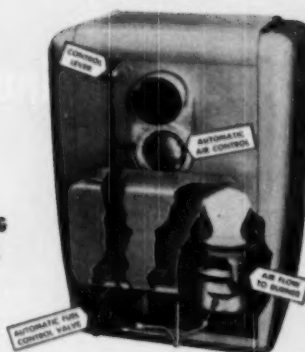
**Coleman**

**AUTOMATIC OIL HEATERS**

World's Largest Manufacturer of Home Heating Equipment

1.

## COLEMAN'S INDUSTRY-SHAKING FUEL-AIR CONTROL



No other manufacturer has anything like it. Automatic air control synchronized with automatic fuel control valve. Saves as much as 25% on fuel costs. Gives the same fuel efficiency on low setting as on high setting. Engineered so that even a child can operate it. It's a comfort, efficiency and economy feature that REALLY sells.

2.

## THE MOST MAGNIFICENT BEAUTY AND STYLING IN HEATING HISTORY



YOU well know the sales value of eye-appeal! Coleman has it! And Coleman's gorgeous Golden Anniversary line is just in a class by itself. The spectacular new functional "high style" models . . . the distinguished De Luxe Consoles . . . the smart-looking new Master Circulators . . . have simply set an entirely new standard of handsome appearance in the oil heater field. You have to have Coleman to have it!

3.

## PRICES THAT GIVE NEW MEANING TO THE WORD "VALUE"

We don't have to talk price to you this year. We merely invite you to compare any Coleman model price-wise with the nearest possible model that any other 1950 line offers. You'll wonder how we do it! There's a very simple answer—Coleman's 50 years of experience has taught us how to make better products for less money . . . at a good profit to you. A model for every purse from \$29.95 up.



# FORGET ABOUT CALL-BACKS

Choose Alcoa Aluminum

for

ELEMENTS

MASTS

STRONG, LIGHT... WON'T STAIN HOUSES!

**Elements** made of Alcoa Aluminum by leading manufacturers are practically standard in the industry—because they go up easy, perform well. You can get Alcoa Aluminum quickly from a nation-wide distributor organization. Save shipping costs by buying your tubing locally.

**Masts** of Alcoa Aluminum stay stainproof—no plating to wear off. They help keep installation work light because they weigh less than half as much as steel tubing. Yet strong enough to need no extra guying. ALUMINUM COMPANY OF AMERICA, 1958D Gulf Building, Pittsburgh 19, Pennsylvania.

FOR BEST RESULTS on TV aerials—fasten aluminum elements to aluminum masts with Alcoa Aluminum Fasteners, also available from your Alcoa Distributor.

## BUY ALCOA ALUMINUM TUBING LOCALLY FROM THESE ALCOA DISTRIBUTORS

Atlanta, Georgia  
• E. W. Tull Metal & Supply Co., Inc.  
Baltimore, Maryland  
• Whitehead Metal Products Co., Inc.  
Boston (Cambridge), Massachusetts  
• Whitehead Metal Products Co., Inc.  
Buffalo, New York  
• Grace Mueller-Huntley, Inc.  
• Whitehead Metal Products Co., Inc.  
Charlotte, North Carolina  
• Edgcomb Steel Company  
Chicago, Illinois  
• Central Steel & Wire Company  
• Steel Sales Corporation  
Cincinnati, Ohio  
• Williams & Company, Inc.  
Cleveland, Ohio  
• Williams & Company, Inc.  
Columbus, Ohio  
• Williams & Company, Inc.

Dallas, Texas  
• Metal Goods Corporation  
Detroit, Michigan  
• Steel Sales Corporation  
Houston, Texas  
• Metal Goods Corporation  
Kansas City, North, Missouri  
• Metal Goods Corporation  
Los Angeles, California  
• Occommet Metals and Supply Co.  
• Pacific Metals Company, Ltd.  
Milford, Conn.  
• Edgcomb Steel of New England, Inc.  
Newark, New Jersey  
• Whitehead Metal Products Co., Inc.  
New Orleans, Louisiana  
• Metal Goods Corporation  
New York, New York  
• Whitehead Metal Products Co., Inc.  
Philadelphia, Pennsylvania  
• Edgcomb Steel Company  
• Whitehead Metal Products Co., Inc.

Pittsburgh, Pennsylvania  
• Williams & Company, Inc.  
Portland, Oregon  
• Pacific Metal Company  
Rochester, New York  
• Grace Mueller-Huntley, Inc.  
San Francisco, California  
• Pacific Metals Company, Ltd.  
Seattle, Washington  
• Pacific Metal Company  
St. Louis, Missouri  
• Metal Goods Corporation  
Syracuse, New York  
• Grace Mueller-Huntley, Inc.  
• Whitehead Metal Products Co., Inc.  
Toledo, Ohio  
• Williams & Company, Inc.  
Tulsa, Oklahoma  
• Metal Goods Corporation

INGOT • SHEET & PLATE • SHAPES, ROLLED & EXTRUDED • WIRE • ROD • BAR • TUBING • PIPE • SAND, DIE & PERMANENT MOLD CASTINGS • FORGINGS • IMPACT EXTRUSIONS  
ELECTRICAL CONDUCTORS • SCREW MACHINE PRODUCTS • FABRICATED PRODUCTS • FASTENERS • FOIL • ALUMINUM PIGMENTS • MAGNESIUM PRODUCTS

# ALCOA ALUMINUM TUBING



## NEW POSITIONS

### John Oster Mfg. Co.

Howard A. Oas has been appointed assistant sales manager for the appliance division of the John Oster Mfg. Co. He was formerly a manufacturer's representative in the Southwest.

### American Gas Machine Co.



MEL ROBB

Mel Robb has succeeded L. E. Pearce as sales manager for American Gas Machine Co. Mr. Robb was at one time sales manager of the heating division of Evans Products Co. and has also been with Norge. Mr. Pearce will go into business for himself on the west coast.

### Flint & Walling Mfg. Co., Inc.

Cecil R. Welch has been elected president of Flint & Walling Mfg. Co., Inc., producers of domestic and farm water supply equipment. Benjamin F. Van Hart and Henry L. Orstadt have been named vice-president and secretary-treasurer respectively. The reorganization was brought about through the sale of a block of stock held by eastern interests and subsequent resignation of the firm's president and secretary-treasurer.

### Stromberg-Carlson Co.

J. W. Farrow, formerly branch manager for Stromberg-Carlson in San Francisco, has established a new factory sales office in Milwaukee. The new office will serve dealers and distributors in Wisconsin, Minnesota, Michigan (except for eastern portions), Iowa, North Dakota, South Dakota, Nebraska and parts of Ohio and Indiana.

### Maytag Co.

Two regional sales managers have been assigned to the state of Louisiana by the Maytag Co. Edward A. Laroussini will be responsible for 23 counties in southwestern Louisiana, while Frank W. Fonte will cover 14 counties in the southeastern part of the state.

# *the magnificent* **Magnavox** *radio-phonograph - television*

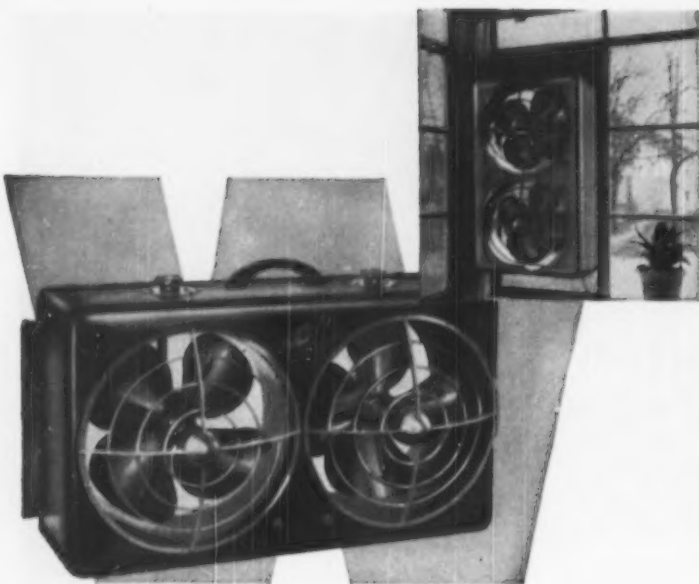


## **Magnavox Selective Distribution**

**Helps Assure Dealers of Rightful Profits**

**N**O OTHER franchise offers the radio-phonograph-television dealer such handsome profit opportunities as Magnavox, for Magnavox limits distribution and rigidly enforces Fair Trade prices, where permitted by law. The fortunate few who handle this much-wanted line sell Magnavox instruments on a direct-from-factory basis.

The Magnavox Company  
Fort Wayne 4, Indiana



## First and Only reversible window fan for both sash and steel casement windows

Twin fans—individually controlled—easily reversible—draw in cooler outside air or expel hot, stuffy inside air. Weighs only 20 pounds—quickly installed without tools. 6-speed control makes this the most flexible window-type cooler ever devised. Amazingly low cost—5-Year Guarantee—a cinch for sales.

**AIR WELCH  
FLIGHT<sup>®</sup>  
CIRCULATORS**

**original de luxe AIRFLIGHT circulator**  
*Plus new special model priced for mass selling*

Patented\* louver rings provide balanced circulation of cool air from lower levels to every corner of the room. No drafts, blasts or annoying whir. Molded in beautiful two-tone plastics. New price leader†—new features—5-Year Guarantee—insure top sales and profits.

W. W. WELCH CO., CINCINNATI 2, OHIO



Special Model 15

De Luxe Model 12

†Patent Pending  
\*Protected by U. S. and Foreign Patents

## NEW POSITIONS

### Sylvania Electric Products, Inc. Hotpoint, Inc.



ARTHUR L. CHAPMAN

Arthur L. Chapman has succeeded E. E. Lewis as general manager of the Colonial radio and television division of Sylvania Electric Products, Inc. Mr. Chapman has been with Sylvania since 1933 and earlier this year was placed in charge of its newly formed parts, wire and plastics division, a position he retains. Mr. Lewis has returned to the industrial management consulting business he established at the close of the war.

James F. Davis has been named district sales manager of the New Jersey area for Sylvania. He has been with the firm since 1940.

George W. Westfall has been named manager of market research for Hotpoint, Inc. He has had more than 15 years' experience in market research and commodity analysis.

John G. Praetz has been named to succeed David C. Marble as manager of the firm's product service division. Mr. Marble has become administrative assistant to vice-president Fred J. Walters on range marketing policies, a move enabling Don J. Irvine, also a staff assistant, to devote full time to water heater sales.

### Ben-Hur Mfg. Co.



R. C. GRAVES

### Free Sewing Machine Co.

Walter Stock has been appointed district manager for the Free Sewing Machine southwestern district with headquarters in Dallas. His territory includes Oklahoma, Arkansas, Texas, Louisiana, Mississippi and western Tennessee.

In other new appointments, Raymond Hitch has been named assistant district manager for the Chicago district and Hugh M. Leslie has been named to handle dealer sales in the Chicago area for the New Home division.

R. C. Graves has been made sales manager for Ben-Hur farm and home freezers and refrigerators. Prior to the war he was with General Motors and since 1945 he has been an officer of Western Implement Merchandisers, Inc., Ben-Hur freezer distributor in California.

### Duo-Therm Division Motor Wheel Corp.

Two new district managers have been appointed by the Duo-Therm division of Motor Wheel Corp. James C. Carlton will head the firm's eastern district and will cover Maryland, Delaware, New Jersey, Washington, D. C. and parts of Pennsylvania and Virginia as well as metropolitan New York. Theo Valjean will head up the western district with responsibility for Washington, Oregon, Idaho, California, Arizona, Nevada, Utah and parts of Wyoming and Montana.

### Fasco Industries, Inc.

Two new manufacturers' representatives for the firm's line of fans and ventilators have been appointed by Fasco Industries, Inc. John J. Sullivan of Cleveland will cover the northern Ohio territory while D. A. Steinkamp of Denver will be in charge of the inter-mountain states.

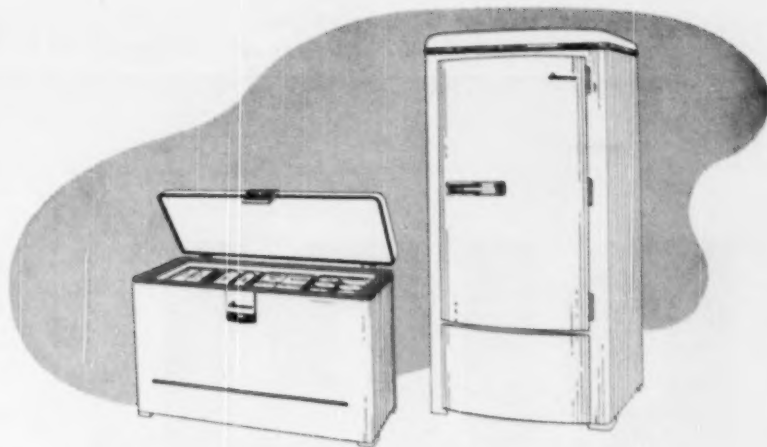
### Webster Electric Co.

Two changes in the field staff of the Webster Electric Co. have been announced. Ray P. Krogh, associated with the Webster sales department for 15 years, will represent the company's sound and inter-communication division in eastern and southern Wisconsin and part of the upper peninsula of Michigan. Sam Shaw, Webster representative in Pittsburgh, has also assumed responsibility for eastern Ohio.

### Cory Corp.

Harry Roehm has been made manager of the newly established Cory midwest sales division. He has been with Cory for four years, most recently as manager of the southwest sales division in Dallas.





# Amana

*the most highly respected name in the freezer industry*

## TAKES A LOOK AT YOUR FUTURE

The door to home freezer sales opens wider every day.

In many ways, this accelerated pace of freezer acceptance has its parallel in the early-century saga of the automobile. Then, as now, public acceptance grew with leaps and bounds as it became established that here was a new convenience — first thought to be a luxury and then recognized as an economic necessity.

The pioneers who survived the crucial years of this great industry were those who visualized the vast potential. They sought the best technical minds . . . made constant improvements, to assure customers of the finest product. AND, they recognized the importance of giving distributors and dealers close cooperation, from the assembly line to the dotted line!

### ***Amana* . . . FAMOUS FOR FIRSTS!**

Amana was first to offer a food protection warranty . . . Amana was first to offer a complete size range of freezers . . . Amana is first in value, every time!

### ***Amana* . . . THE FEATURE LINE!**

The Amana freezer is truly an engineering marvel . . . here you find maximum freezing surfaces . . . more usable storage space per cubic foot . . . mechanical superiority throughout!

### ***Amana* . . . THE PROMOTIONAL LINE!**

Nation-wide consumer advertising tie-in newspaper ads . . . direct mail . . . store displays and literature, and the sensational flip-over, animated salesman's guide — an arsenal of sure-fire selling!

Today, with the freezer industry following a somewhat similar pattern, it behooves every freezer distributor and dealer to re-examine HIS position . . . not just as it appears today but as it will be in years to follow. You owe it to yourself, as a forward-looking merchant, to examine the Amana program. Here is a program of continuous, steady progress . . . by pioneers in the low temperature field. Here is a unique combination of a century-old tradition of skilled workmanship — and a merchandising and promotional schedule that envisages tomorrow's trends today. Amana offers dealers maximum profits . . . and a liberal service policy that protects these profits. Amana dealers have the distinct advantage of offering all the important "extras" that turn prospects into sales . . .

### ***Amana* . . . THE BEAUTY AND BUDGET LINE!**

Every Amana freezer bears the stamp of a leading industrial designer . . . here you find symmetry and utility combined at their peak . . . here are home freezers, precision built by skilled craftsmen. AND, in the final analysis, when the important question of price is raised, Amana walks off with the economy honors — every time!

### ***Amana* . . . IS THE FAMILY LINE!**

There's an Amana freezer to fit the needs of every family — sizes ranging from 6 to 30 cubic feet, in chest and upright models . . . models that take up less space than most freezers of the same capacity!

There's the Amana freezer-refrigerator, too, that offers the conveniences of freezing, *plus* moist-cold refrigeration . . . complete food protection at all times.

Write today . . .

for information about the freezer industry's most valuable franchise!

# Amana

AMANA REFRIGERATION, INC.

AMANA 16, IOWA



## BIG Screen

Truly giant size picture on 19-inch screen—  
205 sq. in. viewing surface!

## BIG Features

Automatic Tuning—Only 2 knob control—  
Built-in antenna—12" Electro Dynamic  
speaker—Beautiful hand-rubbed Mahogany  
Console—Big 19" Short Neck BLACK Tube  
—Many other sales-closing features!

## BIG Profits!

A set that, feature by feature, your customer  
can compare with others costing far more—  
a set that SELLS ITSELF by quality he can  
SEE and HEAR, at a price that will pleasantly  
surprise him. Your stock turns fast!

### There's a Sentinel TV Model—size and price—for every prospect

Go to town with Sentinel—the set that snubs  
service calls—that you can sell, deliver and forget!  
A recent survey among dealers indicates fewer  
call-backs, after delivery than with ANY other  
make, at ANY price! Fewer complaints. Happier  
customers—who send their friends to you, to  
pyramid your sales. *Get the facts!* Phone, telegraph  
or write your Sentinel Distributor—QUICK—or  
contact Sentinel direct... TODAY!

**Sentinel Television**  
419 CVM

**Sentinel Radio and Television**

EVANSTON, ILLINOIS

## NEW POSITIONS

### Bendix Radio

Two new district merchandisers  
have been appointed by the Bendix  
radio division of Bendix Aviation  
Corp. Jack C. Gardner will cover  
Maryland and southern Delaware  
as radio district merchandiser.  
Gerald Bregenzer will be radio and  
television merchandiser for the  
Minnesota and northwestern Wis-  
consin territory.

### Magnavox Co.

M. D. Schuster, formerly general  
manager of the Hoffman Sales  
Corp., Los Angeles, has been ap-  
pointed district sales manager for  
the Magnavox Co. in the Los An-  
geles area. He has been in the radio  
field since 1926.

### Samson United Corp.

Three new representatives to  
handle sales of Samson electrical  
appliances have been appointed by  
Samson United Corp. The Martin  
Van Brauman Co., Dallas, will  
cover Texas, Oklahoma, Arkansas,  
Louisiana and Mississippi. Fred  
A. Wiebe Co., St. Louis, will handle  
Missouri, Iowa, Kansas, Nebraska  
and southern Illinois. Peyser & Co.,  
Colorado Springs, will be responsi-  
ble for Colorado, Wyoming, Utah  
and New Mexico.

### Coolerator Co.

Wesley F. Van Gorder has been  
named district manager for Cooler-  
ator's southern territory. He has  
been with the firm since 1936 and  
was formerly a field service en-  
gineer for the southern territory.

### Starrett Television Corp.

Joel B. Goodman has been named  
sales representative in Westchester  
and Putnam counties, New York,  
for Starrett Television Corp.

### Roto-Beam

Irving B. Shurack, Inc., New  
York, has been appointed exclusive  
factory representatives for metro-  
politan New York for Roto-Beam  
air circulators.

### Nicro Steel Products, Inc.

Boudrot & Carside, Boston, Mass.  
has been named eastern sales rep-  
resentatives for the New England  
states for products of Nicro Steel  
Products, Inc.

**SPECIAL!** For the three-month period ending February 1950 the **COMPANION** carried more editorial lineage in appliances and equipment than any other women's service magazine.



## *Women Use the Companion ...and you can too!*

**GET ATTENTION AND SALES WITH DISPLAYS** built around this exciting article in the April **COMPANION**! "Let Your Equipment Get the Dinner" — Three smart cooks use electrical appliances and free themselves from kitchen drudgery. Career girl uses electric freezer and range for quick after-work dinner. Club-woman depends on electric oven to cook

her dinner while she's out. Busy hostess keeps large electric refrigerator stocked, lets electric oven and automatic coffee-maker cook for her. For busy cash registers, use counter displays and window promotion to tie in with this timely **COMPANION** article . . . display the merchandise advertised in the **COMPANION** (listed at right).

*Women's Home* **COMPANION**  
CIRCULATION: MORE THAN 4,000,000

### **IT PAYS TO FEATURE THESE PRODUCTS!**

Products advertised in the **COMPANION** have a big advantage — the **NUMBER ONE** editorial boost! No wonder dealers find it more profitable to display these Electrical Products!

Bendix Home Laundry

Domestic Sewmachines

Frigidaire Appliances

General Electric Irons

General Electric  
Washers

General Mills Home  
Appliances

Hamilton Automatic  
Clothes Dryer

Maytag Washers,  
Ironers, Ranges &  
Freezers

Mirra-Matic Electric  
Percolator

Necchi Sewing  
Machines

Speed Queen Washers  
& Ironers

Sunbeam Ironmaster

Sunbeam Mixmaster

Universal  
Select-a-Range

Westinghouse  
Appliances

White Sewing Machines





for "Take-Life-Easy" Cooking

There's  
Nothing  
Like **ROPER** "America's  
Finest  
Gas Range"

**Exclusive "STAGGERED" TOP  
is Easy To Use**



SEAL BY APPROVAL

More Features To Offer  
More Real Value To Sell

**MORE CONVENIENCE • MORE COOKING AREA • MORE ELBOW ROOM**

Here, housewives say, is the most convenient four-burner cooking top ever developed. "So much room", they point out, "so fine for large utensils... so practical day after day." • The "Staggered" Cooking Top is only one of many "Crowning Achievements" that make ROPER such an outstanding favorite. Ask us about ROPER Gas Ranges for use with any gas including liquefied petroleum (bottled) gas. They're outstanding.

OFFICES AND WAREHOUSES IN PRINCIPAL DISTRIBUTION CENTERS

**GEO. D. ROPER CORPORATION • Rockford, Illinois**

## NEW POSITIONS

### Toledo Desk and Fixture Co.



GERALD HULETT

Gerald Hulett, formerly vice-president in charge of sales for Electromaster, Inc., has been named director of sales and advertising for the Beauty Queen line of bathroom and kitchen equipment manufactured by the Toledo Desk and Fixture Co.

### Ilg Electric Ventilating Co.

George C. Jelliffe has been appointed eastern district manager for the Ilg Ventilating Co.; his headquarters will be in New York City. He has been with Ilg since 1946 and prior to the war was with Western Union Telegraph Co.

### General Electric Co.

Charles T. Hindle has been appointed representative for General Electric heating devices in the Philadelphia area. He was formerly assistant to the sales manager of the heating device division.

### Crosley Division Avco Mfg. Corp.



BETTY B. OLSON

Miss Betty B. Olson has been named to succeed Mrs. Catherine Beck as head of Crosley's home economics department. Miss Olson was formerly with Hamilton Mfg. Co. Mrs. Beck will devote her time to a Crosley home service television show.

### Appliance Mfg. Co.

Two additional representatives for Duchess washers have been appointed by the Appliance Mfg. Co. Boyd Robertson will cover Washington and Oregon; his offices will be in Seattle. H. J. Zehner will have the eastern New York state territory north of Orange and Westchester counties; his offices will be in Albany.

### Brush Development Co.

Robert L. Shearer has been made sales manager for the new Cleveland district office of the Brush Development Co. He will supervise magnetic recording sales in 20 northeastern Ohio counties.

### Toastmaster Products Division McGraw Electric Co.

James H. McClain has been named sales representative for the Richmond territory of the Toastmaster Products division of McGraw Electric Co. John B. Westberg has been appointed a junior sales representative for the firm's Chicago territory.

### Admiral Corp.

Three new field merchandisers have been appointed for Admiral's appliance division. Robert Olin will be in charge of the western division with headquarters in San Francisco; Donald Roberts will be in the Midwest with offices in Chicago. James George will be in charge of the eastern division in Philadelphia.

### Telechron, Inc.

N. P. Hamilton has been made assistant to the marketing manager of Telechron, Inc. He has been with the firm since 1936 and most recently was assistant to the sales manager. M. W. Wilson has been named product service manager for the company. He joined Telechron in 1945 as assistant chief inspector and previously had been with Bendix Aviation Corp.

### Camfield Mfg. Co.

William B. Cranmer has been appointed Chicago district sales manager for the Camfield Mfg. Co. For the past five years he has been in charge of merchandising traffic appliances for a Milwaukee retail chain.

# NOW! Gas Floor Furnaces built to Duo-Therm performance standards

## Featuring Easy-to-Sell Features



### Revolutionary All-in-One Control.

All controls in a *single*, compact unit including automatic shut-off. Another Duo-Therm first!



### Exclusive Duo-Therm Comfort Selector.

Now! Eliminate on-and-off heating. A flip of the handy switch lets you adjust the low fire setting.

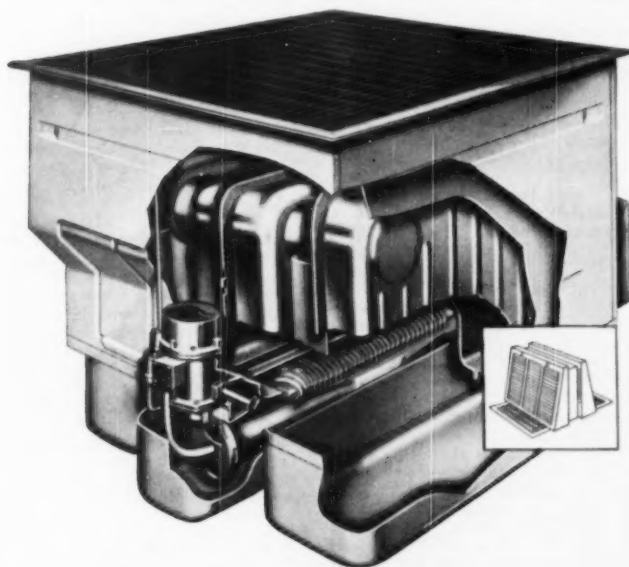


### Exclusive Equafume Burner—

burns all types of gas. One piece burner. Special tapered design for efficient, uniform flame at all ports.



### Generous 10 Year Warranty.



Over 1,500,000 Warmly Satisfied Customers

# DUO-THERM

*Always the Leader*

DUO-THERM is a registered trade mark of Motor Wheel Corp., Copyright 1950

## Built with your problems in mind

- Shipped to you ready to install.
- So compact only one joist need be cut on any installation.
- Priced so competitively you won't believe it. Your competition will have to.
- Choice of BTU inputs from 35,000 to 60,000.
- Choice of floor or dual-wall registers on all models.
- Designed so most service jobs can be handled from above floor.
- All models available with either thermostatic or manual control.
- Two series—4 models—shallow and standard, to fit any home.
- Waterproofed to meet regional FHA requirements.
- AGA approved.

## Backed by a special Builder Plan

This plan lets you quote single and quantity discounts and still make a sizeable profit.

• • •

This is more than just another line of floor furnaces. These are floor furnaces engineered to the performance standards that built Duo-Therm's leadership in modern heating appliances.

And they're ready *now*, in time for you to cash in on the new prospects made possible by the increasing expansion of the natural gas markets.

Lead with the leader in '50 in gas floor furnaces, too. Write Duo-Therm direct, see your jobber salesman or mail coupon. Profitable franchises are now available.

Duo-Therm Division, Motor Wheel Corporation  
Dept. EM-4, Lansing 3, Michigan

Please send me further details about your Builder Selling Plan, and complete literature on your new gas floor furnace line. This does not obligate me.

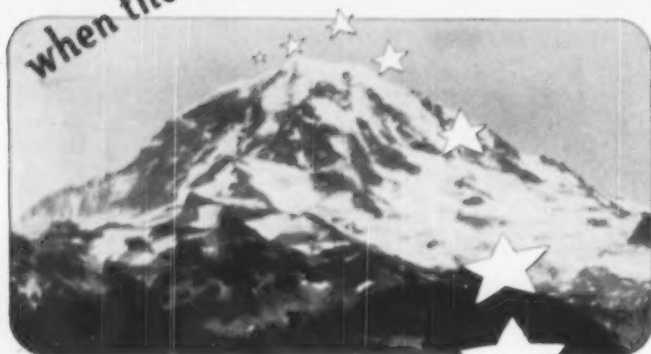
My name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

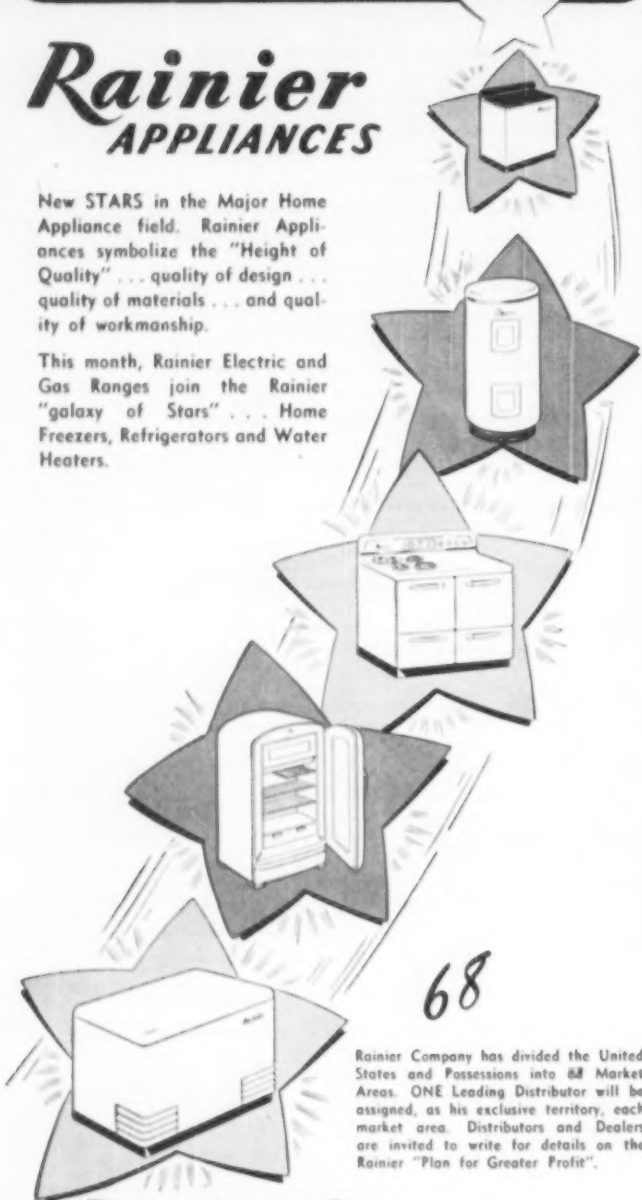
when the STARS come over the mountain



## Rainier APPLIANCES

New STARS in the Major Home Appliance field. Rainier Appliances symbolize the "Height of Quality" . . . quality of design . . . quality of materials . . . and quality of workmanship.

This month, Rainier Electric and Gas Ranges join the Rainier "galaxy of Stars" . . . Home Freezers, Refrigerators and Water Heaters.



Rainier Company has divided the United States and Possessions into 68 Market Areas. ONE Leading Distributor will be assigned, as his exclusive territory, each market area. Distributors and Dealers are invited to write for details on the Rainier "Plan for Greater Profit".

## Rainier Company

UNIVERSITY at E. HENNEPIN  
MINNEAPOLIS 14, MINNESOTA

## News Briefs

**Orders Up.** Dealer orders for Meck television sets have already gone up 82 percent as a result of the increased discount schedule instituted by the firm, according to figures released in late February. President John Meck has announced that he expects to double his 1949 production on all six TV models for an estimated 1950 figure of 250,000 sets.

**Seven-inch Campaign.** Heavy response to Columbia Records' promotion campaign on behalf of the seven-inch, 33 1/3 rpm LP micro-groove record has taxed the firm's production facilities to the point where delivery of records is being delayed four to five weeks past the date originally anticipated, general sales manager Jeff Wilson announced.

**RCA Issues LP's.** RCA Victor last month released its initial catalog of long play records. The group included 22 single discs and three albums. In the initial catalog ten-inch records were priced at \$3.85 and \$4.45. The 12-inch records cost \$4.85 and \$5.45.

**Gibson Training.** With a goal of training more men in 1950 than ever before, the Gibson Refrigerator Co. will this month hold the last of four factory service schools for distributors and key dealers.

**Westinghouse Report.** Initial ordering on Westinghouse's new appliance lines was so heavy that all ranges, refrigerators, dishwashers, laundromats and dryers had to be placed on allocation, Gwylm Price, president of Westinghouse Electric Corp., reported recently. Allocations are expected to continue throughout the first half of the year.

**Frozen Foods.** A quarter of 1950 orange juice sales will be on the frozen product, William M. Walsh, president of the National Wholesale Frozen Foods Distributors Assn. said recently. This contrasts with a 12 1/2 percent share of the business in 1949. The frozen food industry is expected to spend \$6 millions in advertising this year.

**New Jingle Contest.** Westinghouse's lamp division has announced a third light bulb jingle contest. The person completing the best jingle about Westinghouse bulbs will get a chance to double the \$2,500 top award by naming "Miss Wink" from a picture showing a partly veiled woman's head. The contest runs from April 1 through May 31.

**Train by Mail.** The correspondence school technique of teaching by mail has been adapted by the Magnavox Co. to its new technical training program. The ten lesson course is available to all Magnavox dealers' service men and to representatives of authorized service agencies.

**Order Back-log.** A back-log of orders rather than material shortages caused by the soft coal strike is behind late shipments on the Casco steam and dry iron, John J. Reidy, appliance sales manager for the firm, announced in early March. He said that shipments have been 10 days to two weeks behind schedule during February and that there were strong indications that back-ordering would continue through March.

**Indiana Plant.** Dedication ceremonies for a new TV picture tube plant of the Radio Corp. of America were held at Marion, Ind. early in March. The plant is expected to become one of the largest producers of picture tubes in the world. The combined television and radio industry has become Indiana's second largest, topped only by iron and steel.

**Coolerator Training.** A six-week series of five-day training schools for distributor service managers has been completed by the Coolerator Co. and work is now underway on more than 175 regional schools which will be conducted by distributor service managers and Coolerator field service engineers.

**Largest Ad Budget.** Perfection Stove Co. has announced the largest advertising budget in its 62-year history. Company ads will be carried in 80 consumer magazines with a combined circulation of over 40-million. For the first time in history Perfection will give its dealers cooperative advertising on all of its gas, oil and electric products.

**Production Increase.** Substantial increase in factory space and the acquisition of related test equipment will more than double the production rate now being maintained by the television and radio division of Bendix Aviation Corp.

**Commercial Tape Recordings.** The first tape recordings to be made commercially in this country for home use are being marketed by a Lansing, Michigan, firm. The company, Tape Recording Industries, has released an initial issue of eight reels of popular and semi-classical music. Each reel plays for an hour and includes from 16 to 26 numbers. They are designed for use on home recorders which operate at 7 1/2 inches per second, with a dual track, although orders for reels for any recorder can be filled.

**Promote Trade Name.** The A. J. Lindemann & Hoverson Co. will use a specially created "Lectro-Host girl" and an unusual color of red in a series of facing half pages to establish consumer interest in the firm's new trade name, "Lectro-Host". A month-after-month campaign on ranges, refrigerators and home freezers broke in March. A separate black and white campaign will be run on the waterheater.

(Continued on page 202)



# They Keep Your Doors Swinging!

These advertisers in Ladies' Home Journal are in business with you at both doors! They deliver their products to your back door and a steady flow of customers through your front door. With 47 out of 100\* women shoppers reading the Journal, it's smart to stock, promote, display, advertise these Journal-advertised brands!

**FROM MAY, 1949, TO APRIL, 1950, YOUR BRAND HEADLINERS WERE**

Arvin Automatic Electric Iron  
& Arvin Electric Cook  
Arvin Automatic Toaster and  
Electrical Appliances  
Arvin Ironing Tables  
Arvin Electric Cook  
Arvin Portable Electric Heaters  
Arvin Toaster and Lazy Susan

Cadillac Vacuum Cleaner  
Caloric Gas Ranges  
Casco Steam & Dry Iron and  
Casco Electric Heating Pad  
Cory Coffee Brewer  
Crane Sinks and Cabinets  
Crosley Electric Range  
Crosley Electric Water Heaters  
Crosley Freezer

Davis Ironing Cord  
Dexter Twin Tub  
Dexter Twin Tub and Single  
Tub Washers  
Dietz "Pioneer" Electric Lantern

Easy Spindrier  
Electre Steam Room Humidifier  
Electre Steam Vaporizer

Frigidaire Automatic Washers  
Frigidaire Electric Range  
Frigidaire Refrigerators

G-E Automatic Toaster

G-E Automatic Washer  
G-E Refrigerator &  
Home Freezer  
G-E Refrigerator and Refrigerator-  
Freezer Combination  
G-E Refrigerators  
G-E Triple-Whip Mixer  
Gibson Electric Range  
Gibson Electric Ranges and  
Refrigerators  
Gibson Electric Refrigerator,  
Home Freezer and  
Electric Range  
Gibson's Refrigerators  
Gilbert Food Fixer  
Gilbert Whirl Beater

Haeger Lamps and Pottery  
Hamilton Beach Food Mixer  
with Mixguide

Hamilton Beach Mixer and  
Mixette

Hardwick Gas Range  
Hoover Cleaners  
Hoover Iron  
Hotpoint Automatic Dishwasher  
Hotpoint Electric Ranges

International Harvester  
Refrigerator & Freezers  
International Harvester  
Refrigerators

Johnson's Wax Electric Polisher  
and Paste Wax  
Johnson's Waxes and Wax  
Electric Polisher

KitchenAid Mixer and  
KitchenAid Electric Coffee Mill  
KitchenAids  
K-M Home Electrical Appliances  
K-M Liquidizer & K-M Products  
K-M Pop-Up Toaster and  
Electrical Appliances

L & H Electro-Host  
Electric Range  
L & H Electro-Host  
Home Freezers  
L & H Electro-Host Refrigerator  
Lewyt Vacuum Cleaner

Magic Chef Gas Ranges  
Maytag Washers  
Maytag Washers and Gas Range  
Met-L-Top Ironing Table  
Mirro-Matic Electric Percolator  
Mirro-Matic Pressure Cooker  
Mirror Aluminum Utensils  
Monitor Aerator Washer  
Motorola Table Radio  
Motorola Television-  
Radio-Phonograph

Necchi Sewing Machines

Nesco Electric Roaster  
Nesco Electric Roaster and  
Kitchen Utensils  
and Containers  
Norge Gas Range  
Norge Refrigerator  
Norge Washer  
NuTone Door Chimes

Philco Refrigerator  
Presteline Electric Ranges  
Presto Cookers  
Proctor Household Servants

Rid-Jid Ironing Tables and  
Ladders  
Rival Products  
Royal Vacuum Cleaner

St. Charles Kitchens  
Sunbeam Coffeemaster  
Sunbeam Ironmaster  
Sunbeam Mixmaster

Tappan Gas Range  
Telechron Electric Clocks  
Toastmaster Hospitality Set  
Toastmaster Pop-Up Toaster  
Toastmaster Toaster and  
Hospitality Set  
Toastwell Electric Toaster  
Tracy Customized Kitchens

Universal Coffeematic  
Universal Electric Blanket  
Universal Mixer & Juicer and  
Universal Products  
Universal Toaster

Verplex Lamps and Shades

Wear-Ever Aluminum Cooking  
Utensils  
Wear-Ever Aluminum  
Pressure Cooker  
West Bend Aluminum Gifts  
for the Home  
Westinghouse Home Appliances  
Westinghouse Light Bulbs  
Westinghouse Roaster Oven  
Whirlpool Automatic Dryer  
Whirlpool Automatic Washer  
White Sewing Machine

Youngstown Kitchens

Zenith Clock-Radio  
Zenith Radio-Phonographs  
Zenith Radio-Phonograph and  
Television  
Zenith Radio-Phonograph-Tele-  
vision and Radios  
Zenith Radios  
Zenith TV Radio-Phonographs,  
Television Consoles and Radios

\*of 72,012 women shoppers interviewed in 642 retail stores of all  
kinds, nearly half—47.2%—reported they read LADIES' HOME

# JOURNAL



## The Morton "Kitchen-of-the-Year" is the HIT of the Year!

You can boost your sales of kitchen equipment in 1950 by "tying-in" with the Morton "Kitchen-of-the-Year" idea. More and more women are realizing that Morton "Kitchen-of-the-Year" Products—Pantryettes, Cabinet Sinks, Base Cabinets and specialties—represent the last word in

beauty, styling, utility and value.

Promote the purchase of Morton Products by individual units, by the Service Center plan—or by refurbishing the complete kitchen on convenient budget payments. Your Kelvinator distributor will gladly give you full information.

See our full-color-page ad in the April issue of Better Homes and Gardens.

### 4 Additional Profit-Items for You

Two new sizes (30" and 36" widths) in full-height Pantryettes and matching Morton Base Cabinets bring added flexibility to the Morton line. These, together with present models, enable you to fill practically every individual requirement. Morton Pantryettes and Base Cabinets are of the finest all-steel construction.



NEW—Standard Pantryettes in 30" and 36" widths.



NEW—Base Cabinets (cupboard type) in 30" and 36" widths.

**Morton**

MANUFACTURING COMPANY  
3125 West Lake Street, Chicago 44, Ill.

## News Briefs

CONTINUED FROM PAGE 200

**Remington Reductions.** Across-the-board price reductions ranging from \$65 to \$140 on the four models which form the backbone of its line of single room air conditioners have been announced by the air conditioning division of Remington Corp.

**Starrett Expands.** Starrett Television Corp. is formulating plans to occupy 100,000 additional feet of space in their present New York factory.

**Apex Campaign.** Apex Electrical Mfg. Co. has launched a nationwide spring advertising and merchandising campaign. The campaign broke with a two-color, two-page spread in *Life* in March; *American Weekly*, *Parade*, and *Good Housekeeping* are among other magazines being used. Dealer tie-in ads, flyers, and promotional assistance are being offered to dealers.

**Association Election.** B. G. Krause, manager of Air Controls, Inc., has been elected president of the Propeller Fan Mfrs. Assn. The group has been active in establishing a code for the installation of attic ventilation fans and fan performance standards for the benefit of the general public.

**Trans-Vue Expands.** Trans-Vue Corp., manufacturer of home and commercial television receivers, has increased its factory floor area by some 12,000 sq. ft., a move which is expected to make possible a 25 percent increase in production.

**Price Adjustment.** Prices of medium-priced television units in the Magnavox line have been readjusted to give the firm an orderly and integrated price structure. The price range in the medium bracket now runs from \$339.50 to \$449.50.

**Sharpener on TV.** Encouraged by the results of a pre-Christmas test on two Minneapolis stations, Cory Corp. has announced that it expects to extend television coverage of its electric knife sharpener to a national basis during 1950.

**Canadian Market Opens.** The Canadian government has announced that refrigerators, washing machines, radios, phonographs, etc., will be removed from the prohibited list of imports after July 1 and put on a quota of 50 percent of the 1946-47 import total. Allowed entry after July 1 on a basis of 50 percent of the 1946-47 import total will be electric dishwashers, mixers, ironers, juice extractors, and garbage disposal units.

**TV Servicing Forum.** A series of nationwide lecture-discussions on television servicing problems is being conducted by Precision Apparatus Co., Inc., and its affiliated distributors.

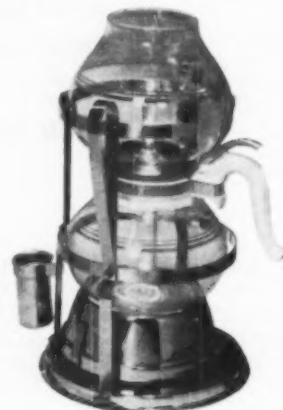
(Continued on page 204)

**Guardex**

"SURE I WANT  
COFFEE  
MADE IN  
GLASS  
BUT . . .

. . . I want a glass coffee maker that stands up safely and securely on the small, economical heating unit . . . I want a portable unit that I can use on the table, in the living room, den or out on the patio!"

Housewives agree that coffee made in glass gives only coffee flavor but they also want the features found only in Guardex.



- Coffee made in glass
- No tipping or spilling
- A portable unit
- A built-in holder for the upper bowl
- The economy of a small heating unit



Guardex is a chromium plated steel guard to protect and securely hold the coffee maker and heating element. It makes possible a complete coffee making unit with even a holder and drip cup for the upper bowl. (Glass need never touch counter—thereby prevents breakage.)

"We tripled the Sales in our  
Coffee-maker Department  
by selling a Glass Coffee  
maker, the small stove  
and a Guardex"

GUARDEX HELPS SELL YOUR FAVORITE  
BRAND OF COFFEE MAKER AND HEATING  
ELEMENT

Market tests in selected areas have proven that women want Guardex. Make up your own assembly and sell as a unit—sell Guardex plus a heating element to present users of glass coffee makers. Fit all standard coffee makers and stoves by simple hand adjustment.

List price (8 cup unit) . . . \$3.95  
List price (12 cup unit) . . . \$4.45  
Dealer discount (6 or more) . . . 40%

If your jobber can't supply you send check or three credit references with order to . . .

**GUARDEX COMPANY**  
2850 A. N. Mississippi Ave.  
Portland 12, Oregon

JOBBERS: PLEASE WRITE FOR DISCOUNTS



# THE UNIT THAT HAS EVERYTHING FOR BIG SALES

## GET YOUR SHARE OF THE 30,000,000 UNIT MARKET DORAY KITCHEN CLOCK AND AUTOMATIC DEFROSTER with TELECHRON MOVEMENT

Here's how you can really step up the traffic in your store with the hottest item to hit the market for cold cash sales. Doray Defroster offers not only an automatic defrosting unit but a beautiful Kitchen Clock with Telechron movement as a combination.

Millions of homes need Doray... millions of women want Doray. Modernizes all refrigerators for just \$11.95. Sells itself on the counter. Tells time... saves time... automatically defrosts any refrigerator. Just hang it on the wall... plug it in... that's all. Eliminates thick ice... removes thin frost each night. Temperature closely controlled that ice cubes, frozen meats and vegetables do not melt during defrosting period.

It's a sure-sell item for your store... backed up by the biggest promotion campaign of its kind to bring them in to your counters. Big ads in every leading national home and woman's magazine... local newspaper, radio and television advertising... complete cooperative advertising plan... counter cards... handout pieces... envelope stuffers... and every other step necessary to build big sales for you.

Get set today... sign up with Doray it's...  
**TIMED FOR PROFITS**  
DORAY INC., 2601 N. BROAD ST., PHILA. 32, PA.



# DORAY AUTOMATIC DEFROSTER





**More  
and More  
Advertisers  
Find..**



## HOUSEHOLD HITS HOME!

*with the "Profit Combination"*

Here are some of the twenty-three major new accounts in the first-quarter HOUSEHOLD!

These big names have seen how HOUSEHOLD hits home. How it hits the big home families... 2,107,586 of them from coast to coast... 62% home-owners. Hits 'em with home editorial—food, building, furnishing, gardening, child care.

Home Families, Home Editorial... that's the HOUSEHOLD profit combination. What

makes it extra profitable is this: of all the big home magazines, only HOUSEHOLD hits hard at the home towns, the free-spending communities under 25,000.

And remember, HOUSEHOLD HITS HOME for the lowest cost per page per 1,000—four colors, \$3.20; black and white, \$2.40.

HOUSEHOLD MAGAZINE  
ARTHUR CAPPER, Publisher  
Topeka, Kansas

*the HOUSEHOLD profit combination*

**HOME FAMILIES *plus* HOME EDITORIAL  
CONCENTRATED IN THE HOME TOWNS OF AMERICA!**

## News Briefs

CONTINUED FROM PAGE 202

**British Arrival.** Electric radiant panels which have been used successfully in Europe for the past 20 years to heat public buildings and homes are being introduced in this country by General Radiant Heater Co., Inc., New York. Now available for exclusive distributorships in the United States are medium and high temperature panels; a low temperature model will soon be ready.

**Canadian Expansion.** An expansion of plants and manufacturing facilities to cost \$2,600,000 has been approved by directors of Kelvinator of Canada, Ltd.

**Emerson Buys Plant.** Emerson Radio & Phonograph Corp. has purchased a Jersey City plant containing approximately 450,000 sq. ft. of floor space and will set up new production lines for both television and radio receivers.

**Distribution Change.** Domestic distribution of the Elna sewing machine, a Swiss product, has been taken over by the International Sewing Machine Co., 441 Madison Ave., New York City. Formerly sold on a door-to-door basis, the machine will now be sold through retail outlets including department stores and appliance dealers. Consumer advertising began in New York Sunday papers in March and will include consumer magazines. Trade advertising begins in the May issue of ELECTRICAL MERCHANDISING.

**Good Business.** Crosley division, Avco Mfg. Corp., announced early in March that dollar and unit sales this year are breaking all records in the firm's history. Dollar volume in February exceeded the best month in 1949 and topped February of last year by a substantial margin.

### Celebrate 13th Anniversary



**THE GOVERNOR** of Indiana, Henry F. Schricker, left does the honors as the four Winkler brothers celebrate the anniversary of their founding of the U. S. Machine Corp. in 1937. Shaking hands with the governor is president Carl J. Winkler while Herman, Maurice and Walter look on. Occasion for the celebration was the company's jubilee convention in Indianapolis attended by 600 Winkler distributors.

# New *Automatic* Home Deep-Fryer Stops Traffic in Leading Stores



ORIGINAL, AUTOMATIC

*Electric*  
**Fryryte**  
Pat. Pending

**FRENCH FRIES ANY FOOD  
PERFECTLY IN 2 TO 7 MINUTES!**

"Traffic jam in the housewares department!" reports one of Chicago's leading department stores, and in several hundred other leading department stores throughout the country, where the sensational new "Fryryte" automatic electric deep fryer has been setting sales records.

Customers see it—want it—buy it as fast as stores can stock it. The "Fryryte" is completely new—amazingly simple in operation—assures even novice cooks of the "Chef's Touch"—perfectly deep-fried chicken, doughnuts, shrimp, and hundreds of other treats never before possible for the average home cook.

Called the biggest appliance sensation since the automatic toaster, the "Fryryte" is beautiful—streamlined—a natural for wedding gifts and anniversary gifts. Soon to be backed by powerful impact advertising. Write for full particulars about the new "Fryryte" today! "Fryryte"—another fine product of Dulane Inc.

- AUTOMATIC THERMOSTATIC CONTROL ASSURES UNIFORM RESULTS
- "PILOT LIGHT" TURNS OFF AUTOMATICALLY WHEN DESIRED TEMPERATURE IS REACHED
- MIRROR-CHROME FINISH
- 1-PIECE CAST ALUMINUM WELL
- INTEGRALLY CAST ELEMENT: NO "HOT SPOTS," NO "SHORTS"
- COLD ZONE CATCHES FOOD PARTICLES
- COOKING COMPOUND REMAINS IN FRYRYTE FOR REPEATED USE
- SHIPPING WGT. 8 POUNDS



FAIR  
TRADE  
PRICE

**\$24<sup>95</sup>**

See your Distributor-Jobber or Write



MODEL F-1

**DULANE INC.**

8550 West Grand Ave., River Grove, Ill. (Chicago)

WRITE TODAY FOR THE NEW DULANE FRYRYTE COOK BOOK

DEVOTED ENTIRELY TO DEEP FAT FRYING





# Sheldon

## *Cordially Invites You...*



We invite you to visit this 110,000 sq. ft. plant. Here, within 11 months, we reached a production of 2,500 Sheldon "Telegenic" Picture Tubes daily. Our plant has its own tool, die and repair shop; electron gun manufacturing facilities; an independent well-water supply; and railroad sidings. This production is enabling manufacturers to deliver 2,500 more television sets per day to their jobbers and dealers.

We are proud of this accomplishment! We are equally proud of the consistently outstanding quality of Sheldon Picture Tubes.

**Sheldon**  
NATURAL IMAGE  
SOFT GLOW  
Picture Tube



Write for Sheldon's new wall chart giving complete specifications on its line of 24 picture tubes . . . crystal face, velour black, round, rectangular, all-glass and glass-metal types.

### **SHELDON ELECTRIC CO.**

Division of Allied Electric Products Inc.  
68-98 Coit Street, Irvington 11, N. J.

Branch Offices & Warehouses: CHICAGO 7, ILL., 426 S. Clinton St. LOS ANGELES 6, CAL., 2559 W. Pico Blvd.

SHELDON TELEVISION PICTURE TUBES • CATHODE RAY TUBES • FLUORESCENT STARTERS AND LAMP HOLDERS • SHELDON REFLECTOR & INFRA-RED LAMPS  
PHOTOFLOOD & PHOTOSPOT LAMPS • SPRING-ACTION PLUGS • TAPMASTER EXTENSION CORD SETS & CUBE TAPS • RECTIFIER BULBS

→ VISIT SHELDON'S BOOTH NO. 201 & DISPLAY ROOM NO. 632, PARTS DISTRIBUTOR SHOW, MAY 22-25, STEVENS HOTEL, CHICAGO ←

# Selling your refrigerator prospects for you!

Inland's "Magic Touch" ice tray advertising builds your refrigerator sales and your profits in your store!



Who reads *The Saturday Evening Post* and *Better Homes and Gardens*? And where? The best people . . . the best customers . . . the best prospects. And in your territory . . . your town . . . your neighborhood. And so . . . Inland "Magic Touch" Ice Tray advertising in those magazines helps you close refrigerator sales in your store . . . builds business, increases sales, pays you bigger profits!

Advertisements like the one shown here are appearing now. They'll continue to appear throughout the best refrigerator sales months. Cash in on

them. Feature Inland "Magic Touch" Ice Cube Trays. Demonstrate the new and amazing convenience of the "Rock-Out" feature. You'll sell more refrigerators.

Make replacement sales and profits too . . . by selling "Magic Touch" Trays to replace worn, outmoded inconvenient trays. Order an ample replacement stock from your refrigerator manufacturer or distributor . . . to make quick deliveries and profits.

New refrigerators fully equipped with Inland "Magic Touch" Ice Trays give your customers complete ice convenience

## "Magic Touch" Ice Cube Trays

by **INLAND MANUFACTURING**

INLAND MANUFACTURING DIV., General Motors Corporation, Dayton, Ohio



### Three-Phase Program Launched by Utility

A sales program with the triple objectives of building load and revenue, improving customer relations and preserving the free enterprise system has been announced for 1950 by the sales department of the Pennsylvania Power & Light Co. Interpreted in dollars of potential appliance and equipment business, the program involves residential sales of \$60,750,000 and farm sales of \$8,557,000.

The company's analysis finds that the sales picture for 1950 is most favorable but warns that it is a period when highly aggressive salesmanship will be required to obtain at least a fair share of spendable dollars.

Recognizing that there are many uses for electricity in the home, the utility will confine its concentrated efforts to those appliances in the pioneering stage of development and those offering the best load building and load diversity characteristics. Special emphasis will be placed on electric ranges, water heaters, home freezers and combination refrigerators, dryers, all-electric kitchens and laundries, lighting, electric bed coverings, roasters, night cooling fans and adequate wiring. Specific retailer cooperative campaigns will be developed on most of these products and will be supplemented by mass promotions to consumers. The utility will continue to merchandise appliances on those major load building appliances having little public acceptance, in areas where competitive fuels are exceptionally active or in locations not effectively covered by appliance retailers.

The sales objective for the company's farm program in 1950 is to increase the annual average Kw.-hr. per farm customer from 2,765 to 3,135 Kw.-hr., a 370 Kw.-hr. increase per customer or a total increase of 15 million Kw.-hr. in farm sales for the year.

### "One Cow Down—24 Months to Pay"

A Springfield, Ill., dealer has added a new twist to selling in rural areas by adding to his staff an expert qualified to appraise livestock. As a result the store, Brunk & Sapp Co., can now advertise that "the extra heifer, or cow, or that odd sow or pigs will make a down payment on a new freezer." The firm allows up to 24 months on the balance.

### 1950 Housewares Directory Lists 15,000 Trade Names

Containing the names and addresses of 6000 manufacturers with their regional representatives, 15,000 trade names and 1500 product classifications, the 1950 National Housewares Directory is now available. Said to be the largest trade directory published in the West, the current volume runs to 500 pages and may be obtained for \$10 from the publishing office at the Western Merchandise Mart, 1355 Market St., San Francisco.



# Make this TEST

DISPLAY THE "BRAND" LEADERS...

BECAUSE MORE CUSTOMERS BUY  
THE MERCHANDISE THEY KNOW

Select "Brand" leaders for your displays, because brand name merchandise is nationally advertised and the labels are familiar to millions of shoppers all over the United States. Select lines that are featured in the advertisements in big national magazines. The American Weekly is the biggest national magazine, and merchandise featured in its advertising pages is pre-sold to the largest family audience in the country—the people in 9,495,541\* families from coast to coast. Display the merchandise featured in the advertising pages of The American Weekly—watch the "Brand" leaders move off your shelves.

## HOW NATIONAL ADVERTISING SELLS MERCHANDISE FOR THE LOCAL RETAILER

To sell merchandise successfully locally, advertising must reach at least 20% of the families in the community. Advertising in The American Weekly reaches a minimum of 20% of the families in 4353 places of 1000 population and over in the United States. No other magazine approximates such coverage.

\*plus the circulation of  
the new Sunday New Orleans Item

THE AMERICAN  
WEEKLY  
—A HEARST PUBLICATION

THE MAGAZINE DISTRIBUTED FROM COAST TO  
COAST WITH 22 GREAT SUNDAY NEWSPAPERS

63 Vesey Street, New York 7, N. Y.

Current advertising in The American Weekly featuring Proctor Products appears in the March 26 and April 23 issues. This advertising will go into the homes of 9,495,541 families from coast to coast.



### Display These Department Store Products Advertised in the Current Issues of The American Weekly

Admiral Television • Apex Appliances • Auto-Lite Spark Plugs • Crosley Shelvador • Domestic Sewmachines • Hamilton Beach Mixettes • Kem-Tone & Kem-Glo • Maytag Appliances • Necchi Sewing Machines • Philco Radios and Television • Proctor Products • Proto Tools • Revere Ware • Simmons Beautyrest Mattresses • 3-in-1 Oil



# Electric EMPIRE Housewares

## The Choice of Quality-and-Profit Minded Merchandisers Since 1922

Feature this complete EMPIRE line of fine Electric Housewares if you want genuine quality merchandise to meet ALL price demands of your trade. Read about these typical popular EMPIRE appliances:



### NEW... "EMPIRE" AUTOMATIC PERCO-DRIP

- Stops percolation automatically! !
- Keeps coffee hot for hours! !
- Perfect coffee everytime! !

The "Cold Water" Pump in this Automatic Electric PERCO-DRIP starts coffee "perking" in 60 seconds. Makes clear, rich-flavored coffee without boiling. Dual-Heat immersion element shuts off automatically just before boiling point—and keeps coffee serving hot for hours! 6 cup capacity.



No. 1922 List: \$7.95

### EMPIRE Aristocrat ELECTRIC TOASTER

Toast at its best—golden brown, done to a turn. "Just the way you want it!" Smartly modern, in lustrous chrome finish, toast-warming flat top. Turns toast automatically by flip of door. Extra large toasting element. Listed, Underwriters' Laboratories.



No. 769. Suggested Retail, \$3.95.

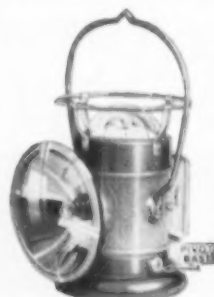
### The New EMPIRE Sandwich Toaster & Waffle

The hottest delight, combining true beauty of design with utility. Toasts one large or 2 small sandwiches—fries bacon, eggs, or griddle cakes—grills steaks and chops, right at the table. Waffle grids removable and interchangeable. Beautifully chrome finished, with cool handles.



No. 768.

Combination Sandwich Toaster & Waffle, \$11.95



No. 870. Retail at \$4.35



Every sportsman, motorist, vacationist, wants this brand new HI LO Pivot-Lite. Two beams, at side and top, swing in a vertical arc from pivot in lantern base. Only lantern permitting use of both lights at same time. Stands, carries, hangs up—stays put at any angle. Comfortable bail handle. Throws brilliant single or double light wherever wanted. Long-lasting battery and Mazda bulbs.

Slightly Higher Retail Prices in West.  
Order EMPIRE Electric Housewares Now.

## THE METAL WARE CORPORATION

NEW YORK  
200 5th Avenue

TWO RIVERS  
WISCONSIN

CHICAGO  
Room 1411A Merchandise Mart



**SIGNING A CONTRACT** for sponsorship of the first Television Women's Club by Proctor Electric Co. brought together this group. Seated are D. W. Thornburgh, president of WCAU, Inc.; Mrs. Margaret Wahl, program producer; Mrs. Henry R. Christman, radio and TV chairman of both the General and Pennsylvania Federation of Women's Clubs; and Walter M. Schwartz, Jr., president of Proctor. Standing are Russell Carter, Gray and Rogers advertising agency, and Joseph Tiers, Proctor sales manager.

## Proctor to Sponsor Women's Club on TV

To back up introductory merchandising of its Mary Proctor ironing package in the Philadelphia area, Proctor Electric Co. is sponsoring the "Television Women's Club" for 13 weeks over WCAU-TV.

Unique aspect of the program is the co-sponsorship of the show by the Pennsylvania Federation of Women's Clubs in cooperation with the New Jersey and Delaware Federations. The program will be presented by Proctor in the public interest.

The initial series of the Television Women's Clubs opened on March 15. Although the programs are scheduled for the Philadelphia area only, they are intended to pave the way for Proctor to sponsor a nationwide TV network women's club program. Backers of the program have an option on the exclusive endorsement of the General Federation of Women's Clubs.

Each program will contain a five-minute educational spot on ironing by Mary Proctor. The remainder of the show will feature entertainment chosen especially for its appeal to women.

Proctor and Peirce-Phelps, Inc., its Philadelphia distributor, are providing comprehensive merchandising assistance for dealers. Each week delegates from local women's clubs in one of the nine counties in the area are being invited to the station as special guests.

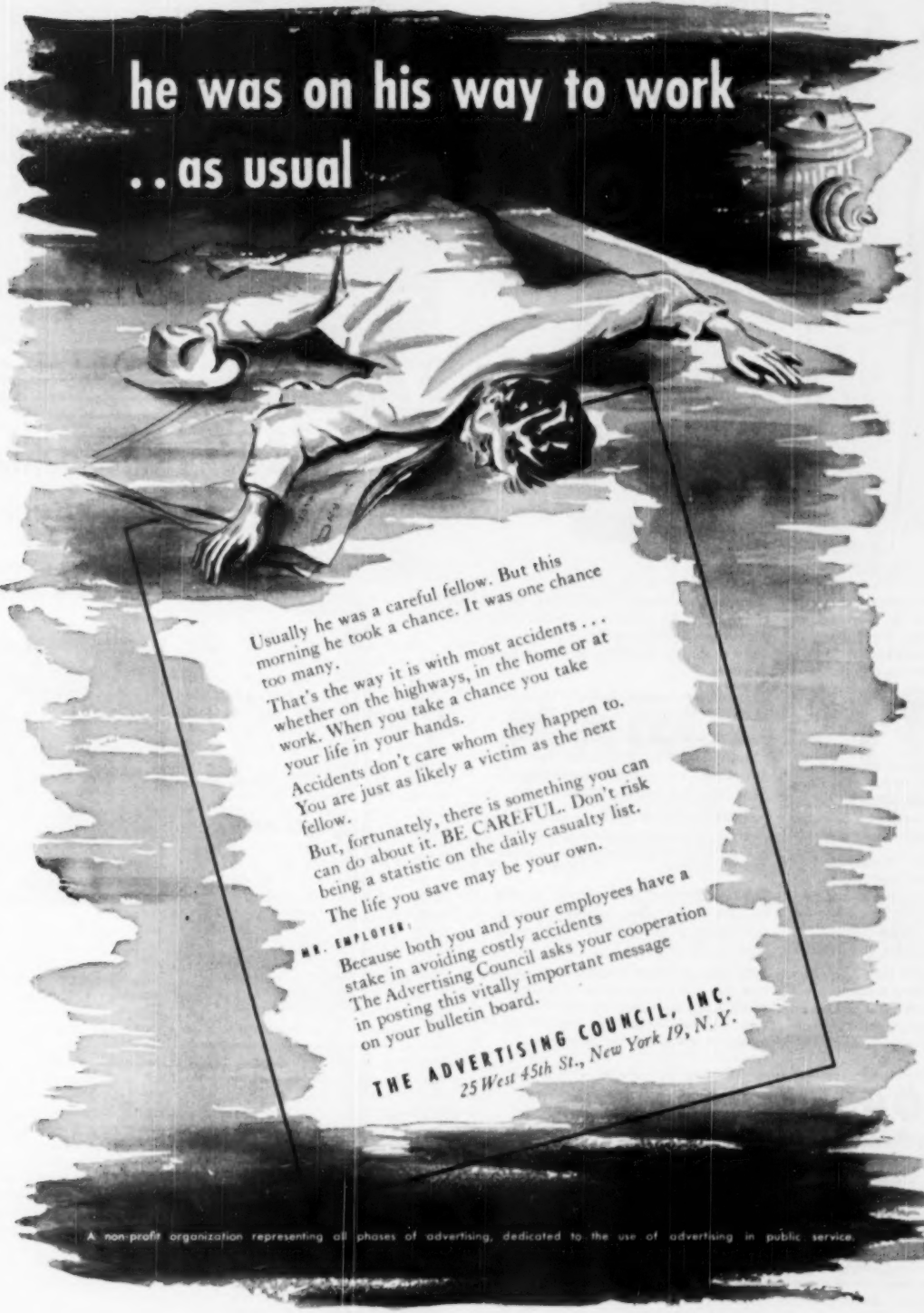
## P. M. Dreyfuss, Jr. Joins New York Distributing Firm

P. M. Dreyfuss, Jr., has joined the Dreyfuss Distributing Corp., New York electrical, hardware and automotive distributing firm. The organization has recently moved to 321-323 Broadway, New York City.

## Advertising Art



**POSING FOR AD** headlined "No need to wear them out looking for bargains", Chicago dealer Harry Miller displays a pair of well-worn shoes. The ad headline advised calling Miller for bargains rather than wearing out shoe leather.



he was on his way to work  
.. as usual

Usually he was a careful fellow. But this morning he took a chance. It was one chance too many.

That's the way it is with most accidents... whether on the highways, in the home or at work. When you take a chance you take your life in your hands.

Accidents don't care whom they happen to. You are just as likely a victim as the next fellow.

But, fortunately, there is something you can do about it. **BE CAREFUL.** Don't risk being a statistic on the daily casualty list. The life you save may be your own.

**MR. EMPLOYER,**

Because both you and your employees have a stake in avoiding costly accidents The Advertising Council asks your cooperation in posting this vitally important message on your bulletin board.

**THE ADVERTISING COUNCIL, INC.**  
25 West 45th St., New York 19, N. Y.

A non-profit organization representing all phases of advertising, dedicated to the use of advertising in public service.

# With every TOASTMASTER Water Heater you get this PLEDGE!



Not on a stack of Bibles, but on the record of 30 years in the business, we give you this pledge. We'll help you make money on "Toastmaster" Electric Water Heaters. This line has exclusive features, lots of them. But it has many other plus points just as important in making "Toastmaster" Water Heaters a good line to carry.

Take the great merchandising value of the "Toastmaster" name. There's no better known or more respected trademark in the appliance field. Consumer acceptance, yes, and consumer demand!

The "Toastmaster" Water Heaters you sell stay sold. And that's more than a sale—it's a business builder! For people appreciate a product that gives full value. And, once satisfied, they'll be back to buy other items you handle.

It's easier, too, to sell from a full line. And that's what "Toastmaster" gives you—three lines... 29 models! There's a size, style, and price to suit everyone who enters your store.

National advertising supports you. So do displays, consumer material, and a generous co-op plan. Everything you need to do a profitable promotion job is yours.

Product features? You bet! Here are three out of many:

**"LIFE-BELT"® ELEMENT** operates at gentle "black heat," is practically burn-out proof. Saves your customers money. Cuts service expense for you.

**"IONODIC"® SYSTEM** prevents rust, stops corrosion. Internal tank protection that guards you against loss of customer good will.

**TEN-YEAR WARRANTY** covers the element as well as the tank. Builds customer confidence in the product... in your store... in you.

So team up with "Toastmaster"—the line that gives you a definite pledge of profit. Clip, fill in, and mail the coupon now for full details on the "Toastmaster"® Water Heater Franchise.

Built by the makers of the famous "Toastmaster" Toaster

## TOASTMASTER Automatic Electric Water Heater



### SEVEN STANDARD MODELS

30-, 50-, 67-, 82-,  
100-, 125-, and  
150-gal. capacities.

### FIVE DE LUXE MODELS

40-gal. table top,  
40-, 50-, 67-, and  
82-gal. capacities.

\*"Toastmaster," "Life-Belt," and "Ionodic" are trademarks of McGraw Electric Company, makers of "Toastmaster" Toasters, "Toastmaster" Electric Water Heaters, and other "Toastmaster" Products. Copyright 1950, Clark Division, McGraw Electric Company, Chicago, Ill.

McGraw Electric Company, Clark Division  
5201 W. 65th St., Chicago 38, Ill.

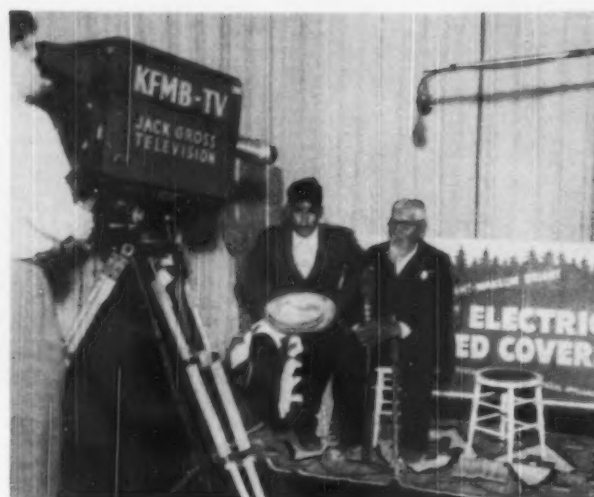
Please send me full details on the profitable "Toastmaster" Water Heater Franchise.

Name \_\_\_\_\_

Business \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



TELEVISION PROGRAM brought San Diego conferees a close-up of Joaquin Paipa, right, central figure in Bureau's electric bedding campaign. Homeless because of a fire this winter, Paipa, a 118-year-old Indian, receives a percentage of blanket sales to build a new home.

## Over 600 Attend Sales Conference Sponsored by San Diego Bureau

Hamilton's Rippe says 99 of 100 women  
are prospects for an automatic dryer

Ninety-nine out of 100 homemakers are prospects for automatic dryers, C. H. Rippe, Jr., sales director of the home appliance division of Hamilton Mfg. Co. told over 600 dealers and distributors attending the annual winter sales conference of the Bureau of Radio & Electrical Appliances of San Diego county late in January.

Mr. Rippe shared the spotlight as visiting guest speaker with J. K. West, vice-president and director of public relations for RCA. The one-day conference, beginning at noon and ending at 10:30 p.m., featured five major addresses and the participation of more than 60 members of the industry.

"A dryer sale is a clean sale," said Mr. Rippe. "There is no trade-in to consider and it has no competition in any other appliance the homemaker uses. It doesn't cost much to install and doesn't cost much to service—you can say safely that the automatic dryer has the lowest service cost of any major appliance."

After calling 99 out of 100 homemaker prospects, Mr. Rippe asked, "how are you going to turn these prospects into dryer sales? You're going to have to carry the story to your customer and not wait for your customer to come to you. You are going to sell dryers by advertising, by enclosing folders with your invoices and statements, and letting your customers know that you handle this marvelous new device—by putting the dryer into your show window and running 'live' demonstrations, by 'using the user', and by putting dryers into the homes of prospects on a free trial basis... no method has been found that is as successful as the free trial program."

TV in '50. At the luncheon meet-



C. H. RIPPE, JR.

ing, Mr. West gave the dealers a close-up of the national television picture, telling them that the 16-inch set is now coming into the reach of the mass market. He put much of his emphasis on the need for better service at consumer level, saying that anything less than excellent service will hold back the opportunities for everyone in the industry. He pointed out that good service makes salesmen of all television set owners. He added that attention should be given to appearance and manners of television servicemen because they have access to the customers' living rooms.

A regular feature of the Bureau's sales conferences, the dealer panel, brought city and county dealers Jimmie Harrington, Clint Mathews, C. W. Shanks and Ted Williams to the stage with a discussion of what 1950 would mean to the appliance retailer. Their predictions included better service from distributors, particularly for those dealers in outlying areas. More "service stations" to handle appliance repairs were



called a necessity. Dealers themselves must consider in 1950 the need for better instruction of the customer in the use of appliances, how to purchase and control inventory more carefully, better point-of-sale promotion and more and better advertising programs.

In a similar panel during the afternoon, distributors looked to 1950 for more cooperation from retailers in attending product meetings and distributor-sponsored training programs. Distributors Sam Hall, San Diego, Lou Swenson and Sam Scott, Los Angeles, felt that dealers must put more attention on the use of sales material supplied by manufacturers and distributors. Dealers were advised by this group to keep their lines diversified; a dealer, they said, should handle as many products as the size and experience of his staff can handle with proper attention to each product. Such diversification will prevent the dealer from getting into trouble when he loses a line or when a line drops in public acceptance.

**Program Highlights.** At the luncheon session, Burt Cochran, vice president of McCann-Erickson Inc., outlined the 1950 advertising and promotional campaign on CP gas ranges. A. E. Holloway, president of San Diego Gas & Electric Co., spoke on "Salesmen, The Backbone of our Free Enterprise System." In the afternoon, the program included a presentation by L. C. Hall and Dwight Jennett of Life which showed how dealers can participate at retail level in national advertising campaigns.

Following dinner at the Balboa Club, the program was re-opened by the Hon. Harley E. Knox, mayor of San Diego. Retail salesmen Pat Graham, Kirk Hudson, John Lovrane, and Harold Lott-ridge, joined in giving views on appliance selling from the salesman's viewpoint. W. F. Volberg, vice president of the Federal Reserve Bank, San Francisco, made a major talk outlining the present status of consumer credit and the attitude of the Federal Reserve system toward methods of controlling credit as a means of leveling economic cycles. The meeting closed with a discussion of the "Appliance Business in 1950" by Howard Scaife, manager, Pacific District, Hotpoint; Harold Thorell, vice president of Trade-wind Motor Fans; Robert Bell, vice president, Packard-Bell Co.; E. B. Barnes, Pacific regional manager, Kelvinator; and Jack Gross of KFMB-TV, San Diego.

The winter sales conference was managed by J. Clark Chamberlain, secretary-manager of the Bureau and a program committee consisting of Audrey Thompson, Ed. Bab-bitt, Robt. Balch, Chas Beall, E. B. Hazie, Chas. Kerridge, F. M. Raymond and T. E. Wyatt.

#### Squires Elected President Of Albany Distributorship

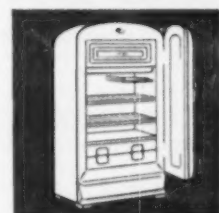
William H. Squires has been elected president of A. Wayne Merriam, Inc., Albany, N. Y. distributing firm. B. W. Stryker was named vice-president and Francis J. Greisler secretary and treasurer.

**42 LBS.  
FROZEN  
FOOD**

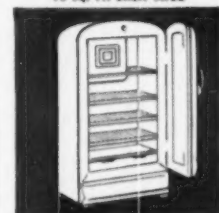
**17.5 SQ. FT.  
SHELF AREA**

**8 CU. FT.  
CAPACITY**

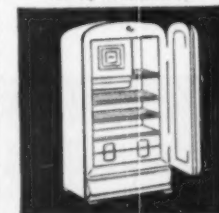
**18 QT.  
VEGE-CRISP  
DRAWER**



MODEL AT8D 8 cu. ft.  
16 sq. ft. Shelf Area



MODEL UBSC 8 1/2 cu. ft.  
13.2 sq. ft. Shelf Area



MODEL UBSH 8 1/2 cu. ft.  
13.2 sq. ft. Shelf Area

## 4 MARQUETTE Refrigerators

- ★ With Features People Want Most
- ★ Highest Quality . . . yet Priced Right!

**MODEL AT8C . . .** It's a streamlined beauty, incorporating the very latest in Design, Freezing and Refrigeration. Features the latest Full Door design and is completely refrigerated from Top-To-Bottom. Large Frozen Food Compartment and extra roomy shelf area combine to make it one of the most popular Marquette Refrigerators.

**Large Across-the-Top Freezer . . .** stores 42 pounds of Frozen Food plus 28 Ice Cubes. The flexible Aluminum Ice Cube Trays feature Polyethylene Plastic Grids.

**Roll-A-Grip Latch . . .** a gentle pull on the handle opens the door. Fingertip pressure automatically closes door with the Roll-A-Grip silently pulling the door tightly shut.

**Full-Width Vege-Crisp Drawer . . .** Keeps Fruits and Vegetables fresh and crisp. Glass Cover Shelf conserves moisture and gives good visi-

bility of contents. 18 quart capacity.

**"Pancake" Type Tecumseh Compressor . . .** the most modern, efficient and QUIETEST Compressor ever developed. Small in size, a Giant in Performance. Internal spring mounted. Statically cooled. Hermetically Sealed and Permanently Lubricated.

**Other Features . . .** Dependable 7 position Cold Control. Full 3-inch Fiberglass throughout, High-Baked DuPont Dulux exterior and extra-durable, newly developed Dulux interior.

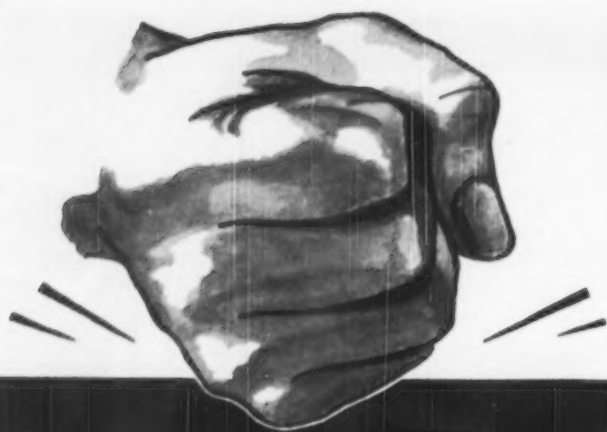
**WRITE TODAY for Bulletin R5497**

It describes the popular Marquette AT8C Refrigerator. We'll send you the latest details on the fast growing Marquette Line of Quality Home Appliances.

**MARQUETTE APPLIANCES, Inc.**  
MINNEAPOLIS 14, MINNESOTA

**MARQUETTE  
Appliances**





# Smash Hit!

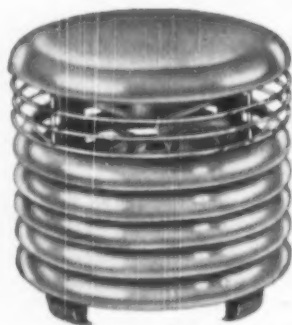
Nothing Can Compare With The Rare Combination of **STREAMLINED BEAUTY** And **RUGGED STEEL CONSTRUCTION** of The



## CIRCULAIR

*The "Successor to the Fan"*

REG. NO. 385740



### The Incomparable New REGAL-AIRE

COMPARE CIRCULAIR! See how much more Beauty . . . Quality and Value is packed into the KISCO Line! KISCO CIRCULAIR looks smarter . . . and performs . . . and sells faster!



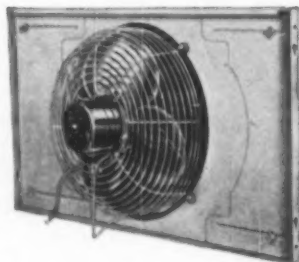
COCKTAIL TABLE

### Meet And Beat All Competition With KISCO WINDOW FANS



LO-AIR

Safety! Efficiency! Quiet Operation! Adjustable! Guaranteed! Complete range of models and sizes to fit every need and every purse! Fast-Selling Profit Producers!



And Now . . . A Really Efficient Reversible Model

## KISCO COMPANY inc.

2400-40 DEKALB STREET, ST. LOUIS 4, MO.

## New Household Survey Indicates Preference for Newer Appliances

Over 35 percent of families would buy fully automatic washers, study reveals

A rich replacement market and a decided consumer preference for more automatic equipment are indicated by results from a survey conducted recently among 4,000 subscribers to *Household* magazine. The average age of washers owned by those responding to the survey was 7.8 years while the average age of irons was 5.6 years. Although only 7.7 percent of the families now own fully automatic washers, 35.1 percent would buy such a model if they purchased a new washer today. Only 11.5 percent own ironers but 37.6 percent would buy an ironer if they were to buy additional ironing equipment.

**Washer Story.** Over 94 percent of the respondents owned washers, 85.4 percent of which were wringer types. Almost 15 percent of the washers were 15 or more years old and over 40 percent were 10 years or more old. Over 36 percent of the washers were purchased in the last three years.

An average of 6.6 tubs of laundry were washed each week by each family, with 91 women reporting that they did 16 or more tubs per week. Only 75 women reported doing only one tub per week.

Fifty percent of those answering the survey would purchase a wringer-type washer today while 35.1 percent indicate a preference for fully automatic types and 13.2 percent prefer spinner models. (The remainder are undecided.)

**Ironing Picture.** Almost 82 percent of the families have electric irons with heat control. An additional 12.4 percent have such irons without heat control while 11.5 percent have ironers and 7.8 percent own steam irons. Over 97 percent of the respondents reported one or more types of ironing equipment. The average age of irons with heat control was 5.1 years; those without heat control averaged 11.4 years. Average age of steam irons was two years and of ironers 5.9 years.

If asked to purchase additional ironing equipment 48.6 percent of the women would buy irons with heat control, 37.6 percent would purchase ironers, 23.1 percent would select steam irons; only 1.1 percent

would accept irons without heat control.

**Water Heaters.** Slightly over 36 percent of the group had gas water heaters while 20.5 percent had electric models, with coal, oil and LPG heaters accounting for an additional 21.5 percent. But 50 percent of the group would purchase electric water heaters today while 35.3 percent would select gas models. Fourteen percent would buy oil, coal or LPG models.

Average age of water heaters was 5 years with only 18 percent being 10 years or more old. Almost 55 percent of the heaters were purchased within the last three years. But 19 percent of those answering the question reported a shortage of hot water on wash days.

### Dealer Group Head Condemns Unfair Video Practices

A number of unfair practices now prevalent in the industry threaten thousands of television retailers with financial ruin, Edwin A. Dempsey, executive director of the National Television Dealers Assn., warned in a statement issued late in February. Mr. Dempsey went on to point out that it has been the fashion to blame the retailer himself for his position, but that investigation discloses that the retailer's troubles are the result of malpractices beyond his control.

Among the unfair practices cited by Mr. Dempsey were tie-in sales, discriminatory discounts, direct factory dealers in competition with small dealers handling the same line, retailing by wholesalers, and advertising methods which result in larger dealers getting the bulk of advertising.

Mr. Dempsey concluded by warning that, since the concern of his group was the welfare of the retailer and the protection of the public, "we have no alternative except to bring these unfair and illegal practices to the attention of properly constituted authorities."

## Postcards and Rain

Unless your store is in the middle of Death Valley, you can use Jim Collins' idea built around 1,000 penny postcards and a little wet weather. With it he sold 10 clothes dryers in one week, two a week for 14 weeks thereafter.

Watch for the picture story,

## WEATHER SELLS DRYERS

*in the May-Electrical Merchandising*



**UNDIVIDED ATTENTION** is paid cooking problems by these salesmen attending one of the first "sales clinics" for Admiral distributors and dealers. Scene is kitchen of Admiral—New York. Purpose of instruction: acquainting distributors and dealers as well as consumers with the advantages of electric cookery.

### Admiral Opens Three-Level Series of Cooking Schools

Three-level cooking schools which involve the training of distributor and dealer as well as the consumer are being used by Admiral Corp. this spring in promoting its refrigerator and range lines.

Initial phase of the three-level operation was the training of distributor salesmen in small cooking clinics conducted by trained home economists. Groups of 20 salesmen are divided into teams of five, each of which produces a complete meal.

Intermediary step is a series of similar cooking clinics for retail salesmen.

Final phase of the program will come this spring and summer when Admiral home economists and dealers will hold "cooking schools and gift showers" for the public.

### Kelvinator to Train 12,000 Salesmen

An ambitious sales training program which in three years of operation has cost the firm \$750,000 and is being maintained currently at an annual expenditure of \$200,000 is being used by the Kelvinator division of Nash-Kelvinator Corp. to train 12,000 retail salesmen during 1950.

Kelvinator hopes that its "Vocation-in-Sales" program will add new prestige to salesmanship as a profession. According to Charles J. Coward, Kelvinator merchandising manager, American business has never been able to find enough good salesmen because of the salesman's lack of professional standing and prestige in the community. To rectify this, the VIS program includes deliberate steps to raise the salesman's estimation of his own job, stimulate public confidence in salesmanship, and provide training in techniques and standards of conduct comparable to those in other professions.

The program includes five distinct phases covering in detail how to attract and select salesmen; formulas for determining compensation; education in human relations; pro-

fessional methods and product knowledge; and effective sales management.

Salesmen who have completed a basic selling clinic, or who have two years experience in selling appliances, and who then complete a product clinic are awarded specially-designed lapel-pins which identify them as "five-star" salesmen. Kelvinator national advertising is featuring the "five-star" identification as a means of raising the position of the salesman in public esteem.

### Over 250,000 Attend Series Of Hotpoint Cooking Schools

More than 250,000 persons have attended a series of 222 cooking schools held throughout the country since last June by Hotpoint retailers, distributors and utilities.

The schools coincided with the production of Hotpoint's "two-millionth" range and the fortieth anniversary of the invention of electric stoves. More than 100 gold-trimmed anniversary models were made available by Hotpoint to dramatize the schools.

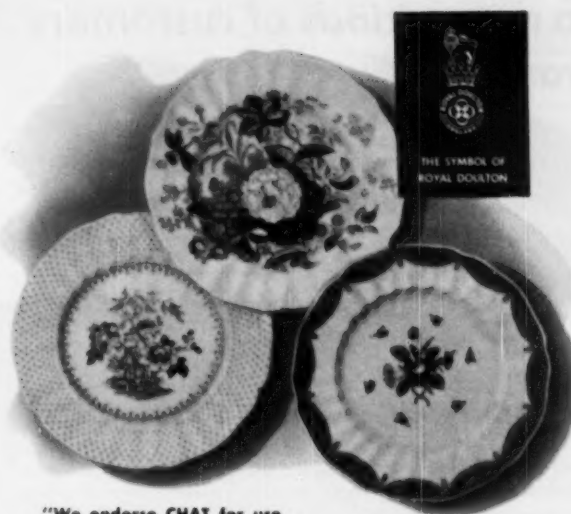
Edward R. Taylor, Hotpoint sales manager, points out that the results of the schools indicate that this promotion "is still one of the best to sell women on the use-value of appliances."

### Vornado Air Test Lab To Be Shown Nationally

A plexi-glass walled room is the principal prop of a dramatic "air-test laboratory" display which the O. A. Sutton Corp., manufacturers of Vornado air circulators, is making available to dealers throughout the country.

The plexi-glass room is filled with cellophane streamers. The effect of air currents from ordinary fans and from a Vornado air circulator can be watched by spectators through the transparent walls.

Bookings for the display have been made by the Sutton Corp. and requests for additional bookings should be directed to the firm, 1812 W. Second, Wichita, Kans.



"We endorse CHAT for use on Royal Doulton Wares . . .

. . . in automatic dishwashers . . . Based on independent research, we are convinced it is the one product that leaves good china spotless and free from mineral deposits—even in hard water."

DOULTON AND CO., INC., New York, N. Y.



"...leaves good china spotless and free from mineral deposits..."

Dishwashing — with the wrong materials — can dim the lustre of china and pottery — piling up layers of mineral deposits.

Chat is a different kind of product — made expressly for automatic dishwashers. Only Chat contains Dry-A-Pon, the new detergent that makes the water drain off in sheets — instead of droplets. Chat cleans and dries china, silver, glassware and plastics — leaves them lustrous and sparkling.

Chat is sold by appliance dealers. It builds traffic, increases profits . . . Get the full story. Let us send you a free copy of "Facts you should know about Chat." You'll never have a complaint on any automatic dishwasher, if you get your customers to use Chat. Write today.

**Chat**  
FOR ALL AUTOMATIC DISHWASHERS



**ANTARA® PRODUCTS**

**GENERAL ANILINE & FILM CORPORATION**

444 MADISON AVENUE • NEW YORK 22, NEW YORK



So many kinds of customers  
want

# HOOVER MOTORS

for so many kinds of jobs!

When you handle Hoover Motors, you handle a line that answers dozens of farm and home needs. Hoover makes motors for every job—from easy-to-start, quick-to-accelerate applications to hard-to-start, continuous-duty applications.

National advertising tells your customers about this . . . tells them that Hoover Motors are built with the same care and efficiency that go into the world-famous Hoover Cleaner . . . tells them these features of the Hoover line:

- Capacitor-start, split-phase and polyphase types
- Ratings from  $\frac{1}{4}$  to  $1\frac{1}{2}$  H.P., some with double-end shafts
- Single or dual voltage, 1725 or 3450 R.P.M.
- Ball or sleeve bearings
- Rigid or resilient mounts that meet NEMA specifications
- Service and parts available from authorized agencies and dealers

Your customers will ask you for Hoover Motors, and you'll want to be ready to serve them. If you don't carry Hoover Motors now, write us for full details.

This great  
**HOOVER**  
a cinch to sell  
for only  
**\$13.95**



This is the new Hoover  $\frac{1}{4}$  H.P., 1725 R.P.M., split-phase motor. Ideal for easy-to-start, quick-to-accelerate applications such as fans, blowers, light machine tools, etc. Rotation can be reversed. Fully ventilated. 115 volts, 60 cycle, A.C. only. A small motor to do that BIG job better!

# HOOVER MOTORS

THE HOOVER COMPANY  
North Canton, Ohio  
Kingston-Conley Division  
North Plainfield, N. J.



## EWRT Workshop Audience Learns of Developments in Food Preservation

Newest methods of refrigerating, freezing,  
canning and food taste testing reviewed

"Significant changes have taken place in refrigerators in the past 20 years," Mrs. Elizabeth Sweeney Herbert, equipment editor, *McCall's Magazine*, pointed out in her talk at the 1950 Workshop of the Electrical Women's Round Table in New York recently. Her talk was entitled "Food and Its Care in the Refrigerator".

According to Mrs. Herbert, 20 years ago the popular size was five cu. ft., the unit weighed 220 lbs., and four lbs. of ice in six hours on a hot day was considered good performance. Today's unit weighs only about 75 lbs., eight cu. ft. is the size in greatest demand, and the performance has been upped to 16 lbs. of ice in six hours.

Smaller compressors and condensers have resulted in increased space within the food chamber; larger evaporator sleeves have provided extra space for frozen foods; automatic and semi-automatic defrosting features have been introduced; and improvements in finishes have made present models 180 percent more stain resistant, 170 percent more grease resistant and 145 percent more scratch resistant than models made as late as 1942.

"Confusion exists in the minds of the consumers in distinguishing the model with a home freezer top and the conventional refrigerator with the evaporator placed across the top of the food compartment," Mrs. Herbert reported. "While these models seem similar in appearance, in performance they vary in their ability to supply and maintain needed zero temperatures for freezing and for protracted storage of frozen foods," she added.

**Canned Food Storage.** The National Canners Assn. says that the cooler the storage temperature, the better for canned foods, and particularly for canned foods that have been opened. A temperature of 40-45 degs. F. is the advice offered generally. And, contrary to persisting superstition, it is entirely safe to refrigerate canned foods in the open can. "Keep it cool and keep it covered," the Association says. The Can Manufacturers' Institute as well as USDA remind also that the can is more sterile than a bowl or jar taken from the kitchen shelf.

**Dairy Products.** National Dairy Council says butter must always be stored in the refrigerator, wrapped well or kept in a closed container. In models with an ultraviolet lamp, butter and other foods with high fat content should be stored on a lower shelf away from the heat of the lamp.

Cheese should be wrapped or covered and placed in the general storage compartment. This is also true for a high humidity box.

The USDA advises refrigerating eggs in a covered containers placed with the large end up. This keeps the yolk centered, and avoids rupturing the air cell. Warning is given against storing eggs in their cardboard cartons. This porous paper picks up odors.

The National Dairy Council says milk should be stored at a temperature not higher than 45 degs. F. in

the milk compartment. Research carried on at Ohio State University indicates that regular grades of pasteurized milk stay sweet for seven to 28 days under normal refrigerating conditions. Milk should be refrigerated as promptly as possible, and the storage period generally judged safe is from three to four days.

Ice cream may be stored in its own carton in the ice cube compartment or removed to the ice cub; tray and covered with a piece of waxed paper. When storage temperatures of zero up to 8 degs. F. are available, ice cream may be kept for a month. The higher the sugar content, the lower temperature needed.

The Fishery Council recommends wrapping fish tightly in waxed paper, and storing in meat compartment. Optimum temperature for storing dressed fish is 32 degs. F. At this temperature fish will hold for at least seven days, although with some loss of flavor. Since this low temperature is unlikely in most household refrigerators, a three day storage period is the usual safe limit. The blood pocket should be removed from the abdominal cavity. It is here that odor first develops. When frozen fish is stored, it must be kept frozen solid.

The United Fresh Fruit and Vegetable Assn. says it is important that fresh fruits and vegetables are stored in a refrigerator where moisture is provided or in containers which will conserve moisture. Manufacturers' booklets usually direct that leafy vegetables should be trimmed, washed, shaken, stored with moisture adhering in a vegetable crisper pan. Carrots, radishes, beets receive like treatment. Tomatoes, peppers, and cucumbers should be washed and wiped dry before storing.

Exceptions to the above rule: aspar-

### Mushroom Bulb



**DESIGNED** for ceiling fixtures in which bare bulbs in base-up position are now used, the mushroom-shaped bulb held here by General Electric's Dr. Matthew Luckiesh will be available at retail in May for 40 cents. The 50-watt bulb has an enameled finish on the lower portion, presenting an attractive appearance both when lighted and unlighted. G-E estimates there are 100 million sockets in which new bulb can be used.

agus, Brussels sprouts should not be washed until prepared for cooking. Peas and limas should be washed and stored in the pod; corn in the husks.

Fruits may be refrigerated covered or uncovered according to USDA. Berries are best stored without washing or removing hulls.

Unless the refrigerator has the ability to hold a dependable 10 degs. F. or lower, the storage period of commercially frozen foods should be brief, for above 10 degs. F. the nutritive loss is rapid, and within a short period off-flavors and rancidity are noticeable.

**Meats.** Both the USDA and the American Meat Institute warn that meat must be allowed some air. They do not recommend wiping meats with a damp cloth. In a meat keeper compartment it is unnecessary to wrap most meats, though loose covering of waxed paper may be used. Ground meat and variety meats should not be stored longer than a day; roasts two or three days; cooked meat, well covered, one week. Smoked meats such as ham, bacon and frankfurters, must be kept tightly wrapped during storage, though they may be refrigerated longer than unsmoked meats.

**Poultry.** As with meats, USDA warns that poultry must be given some air. Wrap loosely in waxed paper and refrigerate promptly. It may be held up two or three days depending on temperature in storage area—a range between 32 and 40 degs. F. is desirable. Cooked poultry broth and gravies should be covered. Dressing should be removed from poultry cavity and stored separately, covered.

**Refrigerator Accessories.** Miss Anna Fisher, assistant editor Household Equipment, *McCall's*, displayed a collection of the latest refrigerator accessories, most of which were plastic.

The day-long session was devoted to latest developments in food preservation. Lura Jim Alkire, manager, Consumers Institute, General Electric Co., acted as chairman, and Dorothy Shank, Harvey & Howe Inc., was the co-chairman.

Other speakers included Dr. Bernice K. Watt, Bureau of Human Nutrition and Home Economics, U. S. Dept. of Agriculture, Washington, D. C., who discussed food and its care generally.

Pricilla Porterfield, Consumers Institute, General Electric Co., outlined latest home freezer food preservation methods.

Dr. Walter MacLinn, chairman Dept. of Food Technology, N. J. Agricultural Experiment Station, Rutgers University, showed how food preservation through commercial canning has been perfected.

And Eleanor Crozier, *Good Housekeeping* Bureau, outlined the intricacies of quality evaluation of food through taste testing.

#### Two Languages No Barrier To Havana Sales Meeting

A radio electronic device removed language barriers and assisted materially in the introduction of International Harvester refrigerators to a Latin American sales conference in Havana in mid-January. The broadcast-receiving equipment enabled both Spanish and English-speaking representatives attending the meeting to hear speeches in either language simultaneously with delivery by the speaker.

## Hallicrafters Attracts Huge Consumer Demand for Rectangular Tube

Public demand for the entire Hallicrafters line of television sets illustrates the amazing consumer interest in the industry's "new look" tube.

Since first introducing the rectangular "black" tube to the public, on December 1, 1949, in its distributor show at the Knickerbocker Hotel, Chicago, Hallicrafters has been under constant pressure to achieve greater and greater production goals.

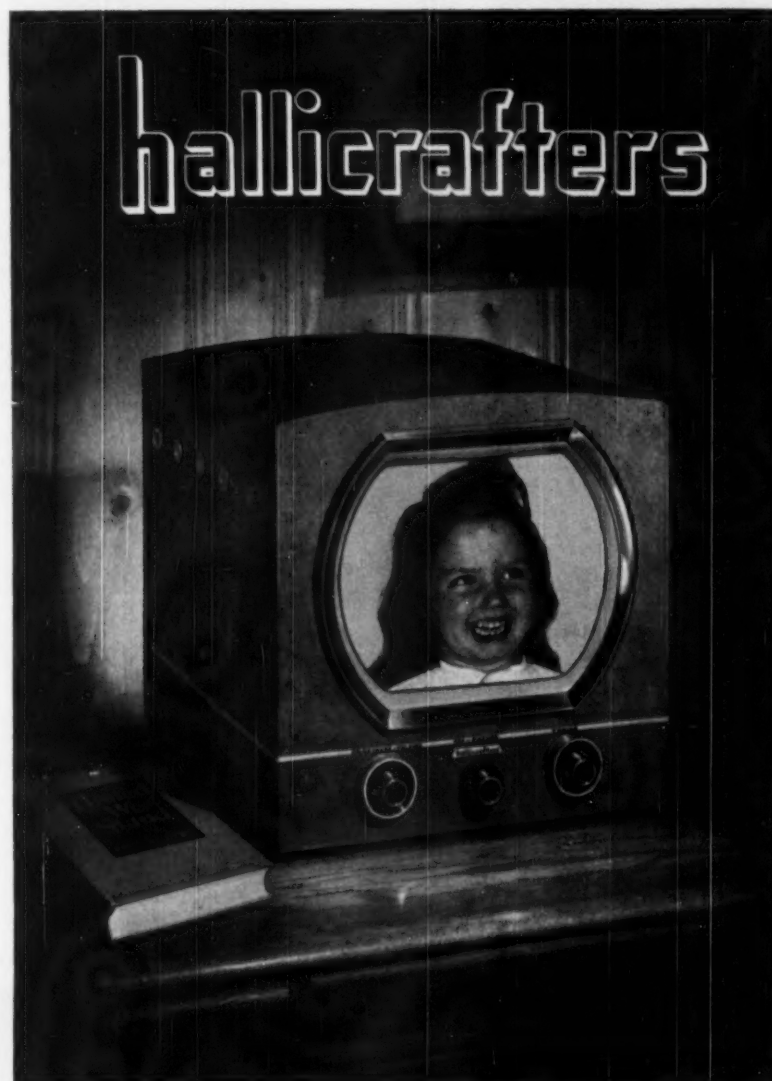
According to a recent article in

Time magazine, Hallicrafters "stole a march on the industry" with the public introduction of the new tube. Among the outstanding new features in Hallicrafters "Mid-Century Line" are nine exclusive chassis improvements. A phonograph input jack is available in most models, at no extra cost.

And the new, inspired cabinets—in beautiful blonde and rich mahogany finishes—provide Hallicrafters' with a distinct advantage in a field

that acutely feels the consumers' demand for "beautiful furniture, too." Models are styled in modern and conventional designs, produced with outstanding decorator knowledge of how the sets will adapt themselves to present-day homes.

One of the newest models is the 716, a high-contrast "black" tube table model; in rich, mahogany leatherette covering. It has met with instant public acclaim.



# hallicrafters

**MODEL  
716**

**Another  
Amazing  
Hallicrafters'  
value!**

**Nine new  
Chassis  
Features...  
plus  
phonograph  
Input Jack!**

**12½" High-Contrast Black Tube... \$189<sup>95</sup>\***

*Another member of Hallicrafters' sensational Mid-Century Series... in beautiful rich mahogany leatherette. Full value TV... designed for those discriminating moderns who want smart styling plus spectacular performance! See it today!*

\*Slightly higher in Zone 2

**TELEVISION THAT AMAZES EVEN THE EXPERTS**

**hallicrafters**

CHICAGO 24, ILLINOIS



**Make a  
Spring Sale to  
Every Oil Heater  
Owner...**



This A-P COMFORT MASTER Model 240-ED Automatic Control Set is complete, easy to install on any heater using A-P Manual Controls.



## COMFORT MASTER *Automatic Control*

Now Spring can be a peak sales season for you on OIL HEATER ACCESSORIES! Your heater customers are beginning to add up last winter's oil costs — and wondering how they can save money next year. A-P COMFORT MASTER Automatic Control is one answer, and if your salesman act fast, they'll have another ready-made sales argument in almost every home... wastefully overheated homes caused by "forgetful" hand control in mild Spring weather! A COMFORT MASTER can lick that problem easily — and quickly *prove* its worth in adding steadier heating comfort, greater convenience, and lower fuel consumption.

So, get out your old customer list. Give your salesman all the sales aids on A-P COMFORT MASTER. Let them prove how easy it is to make EXTRA SALES to every owner of an Oil Heater using A-P Model 240-D, U, or Y manual controls — *most heaters made since 1939.*

**Check  
This  
Coupon  
Today**

AUTOMATIC PRODUCTS COMPANY  
2400 North Thirty-second Street  
Milwaukee 10, Wisconsin

We're interested in extra Spring Oil Accessory Sales. Please send us all SELLING MATERIAL, DISPLAYS, FOLDERS, AND COMPLETE INFORMATION on A-P COMFORT MASTER AUTOMATIC CONTROL SETS.

Name .....

Address .....

City ..... State .....



## DEPENDABLE Controls

STANDARD EQUIPMENT ON LEADING OIL BURNING APPLIANCES

## Appliances in the Magazines

### WOMEN'S SERVICE GROUP

#### Good Housekeeping

"The Bride Sets Up Her First Kitchen," by Helen W. Kendall—April, *Good Housekeeping*—features well equipped kitchen centers—preparation, cooking and clean-up centers, plus auxiliary equipment to increase labor and step saving in each center of activity.

A series of Institute shorts suggests gifts for the Bride and includes many electric housewares and a washer.

#### Ladies Home Journal

"Kitchen Compact," by Gladys Taber—April, *Journal*—a newly-built house in Westchester has a kitchen equipped with freezer, refrigerator, dishwasher and washer.

"The Laundry Moves Upstairs," by Margaret Davidson—same issue—blueprints of some well planned, first floor laundries in the "How America Lives" section.

#### McCall's

"There's an Electric Range to Suit You to a T," by Elizabeth Sweeney Herbert—April, *McCall's*—three pages in color showing electric cookery at its most tempting.

"She's Putting Her House and Herself in Shape"—by Elizabeth Sweeney Herbert—a posture expert, Dorothy Nye, turns vacuum cleaning into beauty culture.

#### Woman's Home Companion

"Let Your Equipment Get the Dinner," by Bernice Strawn—April, *Companion*—how three women in different walks of life use electric appliances—range, refrigerator freezer and mixer, to simplify their meal preparations.

#### Household

"Elizabeth Shaffer Looks At Your Pressure Cookers"—March, *Household*—pressure cooker review including the new electric model.

#### Today's Woman

"What Can a Dryer Do For You"—March *Today's Woman*—reviews tumbler and radiant dryer features and

lists suggestions for most efficient use. "Light for Modern Living"—by Susan Kadison—fundamental requirements for better light-better sight, plus shopping tips.

### HOME SERVICE GROUP

#### American Home

"How to Launder Two Tons of Clothes," by Edith Ramsay—April, *American Home*—third in a series of time and motion studies, shows how automatic laundry equipment can save time, temper and energy.

"For an Extra Glow—Portable Heaters"—March, *American Home*—by Jane McNamara—reviewing the many types of portable electric heaters now available for home use.

#### House & Garden

"Are Children at Home in Your Kitchen?"—March, *House & Garden*—views of the Thayer kitchen reveal a dishwasher sink and garbage disposer; an electric range, automatic washer and a refrigerator.

"Little Meals Good Enough for Parties" by Marion Maeve O'Brien—a variety of electric housewares suitable for meal preparations.

#### House Beautiful

"Take It Easy Lady!"—by Charlotte Eaton Conway—March, *House Beautiful*—reviews labor-saving equipment that makes it possible to take it easy.

### FARM GROUP

#### Successful Farming

"Sewing is Easier With These Attachments"—a review of the many new sewing machine attachments now on the market.

"Five Tips for Easier Ironing"—shows ironing accessories including an adjustable ironing board, plastic lined basket, an adjustable chair.

### HOME ECONOMICS GROUP

#### What's New In Home Economics

"Recent Trends in Refrigerator Research"—March, *What's New, House-*

### Time-out at New York Show



**SURROUNDED BY** factory men, David Slobodien of Apollo Distributing Corp, Newark, N. J., inspects an appliance on display at the New York meeting of distributors for American Central division of Avco Mfg. Corp. At left are Harold Ferris and F. F. Duggan while at extreme right is Charles Reinbolt.



hold Equipment Section, edited by Amber C. Ludwig.  
 "Cooperating Brings Results in Good Laboratory Planning," by May Jenkins—same issue—the new homemaking department of Grossmont, Calif., has an equipment workshop that is put to constant use.

#### Family Circle

"We Planned Everything we Wanted into Our Small Kitchen," by Jessie Bakker—March, *Family Circle*—this space saver kitchen has a freezer, refrigerator, garbage disposer, automatic washer and plenty of storage space.

#### True Story

"Personal Service Rendered," by Helen Budd—April, *True Story*—ironing short cuts.

### NARDA May Provide Sales, Inventory Data

In an effort to "contribute a worthwhile service to our industry", the National Appliance and Radio Dealers Assn. last month proposed to its member-retailers that they assist in furnishing manufacturers regular inventory information to assist in setting production rates.

Warning that both the dumping of surplus goods and the existence of merchandise shortages hurt retailers, C. C. Simpson, NARDA managing director, asked members to notify the association if they were willing to furnish data on their sales and inventory of TV, radio, refrigerators, ranges, toasters and all other products on which there is a good demand. He warned that regular participation would be needed with information required on a monthly or semi-monthly basis. The data thus obtained would be available as a guide to manufacturers in setting production rates.

Dealers would be asked to provide this information on a special form sent to them at regular intervals. NARDA would guarantee that the information thus furnished would not be divulged to anyone except in composite figures summarizing similar information received from other dealers.

#### Cold Canvass

There's no room for temper in door to door selling.

A Manchester, N. H., vacuum cleaner salesman found that out recently when he paid \$21.89 in fines and court costs for having tossed a snowball through the window of a lady who had given him a "lead" on a prospect.

Seems the lady who got snowballed already had a vacuum cleaner but she suggested that the woman upstairs might be in the market. The salesman entered an attic instead of a second floor apartment, hit his head on a rafter, and came downstairs "darned burned up".

The snowball followed.  
 So did the fine.

☆ **HORTON Automatic Console Ironer**—full 26-inch roll, 6-inches in diameter. A line-leading value to retail at only \$99.95.

☆ **HORTON Automatic Dryer**—twenty pounds capacity—dial degree of dryness—not the time—both Gas and Electric models available.



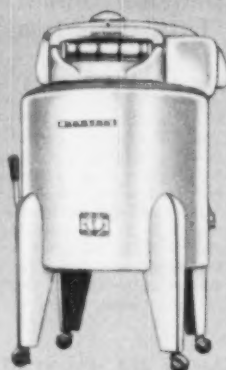
☆ **HORTON Automatic Washer**—unique double tumble washing action... washes clothes cleaner.

**You get a  
 10 STAR  
 PERFORMANCE  
 when you handle the  
 HORTON**

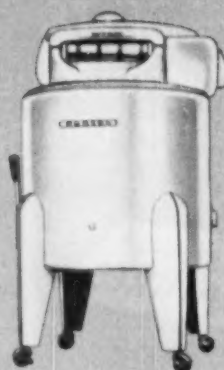
**Complete Home  
 Laundry Line of  
 Washers • Dryers  
 Ironers**

smartly styled, and in a price range to  
 fit every profit producing opportunity

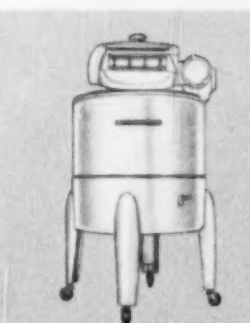
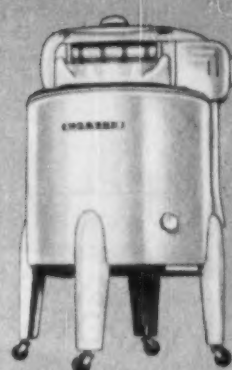
☆ **HORTON 491 Washer**—with automatic timer.



☆ **HORTON 492 Washer**—with oversize tub.



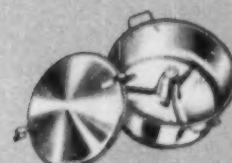
☆ **HORTON 417 Washer**—low priced double-wall tub washer.



☆ **HORTON 494 Washer**—at a traffic building price.



☆ **HORTON 640A Ironer**—lowest-cost ironing luxury.



☆ **HORTON Kleenette**—fits all Horton Washers.

\*All Horton Washers are available with Kleenette and Pump

**DISTRIBUTORS**—a few distributing areas are still available.

**DEALERS**—write for the name of your nearest distributor.

**HORTON  
 Manufacturing Company**

Fort Wayne, Indiana

CANADIAN DEALERS: The name HORTON ELECTROHOME distinguishes Horton designed products made and sold by Horton's affiliate—Horton Electric Home Industries, Ltd., of Etobicoke, Ontario.

In the  
SPRING



a smart  
dealer's fancy

...turns to  
**Kitchen-Kraft**  
STEEL KITCHENS

for consistent  
**BIG PROFITS**  
from a big building,  
remodeling, buying  
market.



Sparked by these  
**IMPORTANT FEATURES**

- **KUSTOMIZED TOPS** Here's that sought-after "custom-built" appearance at low cost! With the Kustomized Top you can deliver complete "planned" kitchens from stock.
- **BIG, PROFITABLE SALES** Sales of Kitchen-Kraft "planned" kitchens average \$1,000 or more all over America. You get your full price immediately because Kitchen-Kraft Kitchens can be financed through FHA.
- **FOREMOST QUALITY** Kitchen-Kraft Kitchens have been awarded the Good Housekeeping Seal of Approval and the Steel Kitchen Cabinet Institute Seal.
- **GREATER FLEXIBILITY** Sink, floor, wall and broom cabinets in sizes and fillers TO EQUIP 98% OF ALL KITCHENS — REGARDLESS OF SIZE OR SHAPE.
- **"PLUS" FEATURES** Adjustable Shelves . . . Roller Drawers . . . Du Pont Dulux Finish — features that make Kitchen-Kraft a pride to own and to sell!

**FOR EASIER SALES SELL FAMOUS  
Kitchen-Kraft Kustomized Kitchens**



**MIDWEST MFG. COMPANY**  
Galesburg, Illinois

## Jasper Officially Ousts Garbageman

Municipal garbage collection in Jasper, Ind., will be suspended after August 1 as the result of mid-February action by the city council in accepting a bid to install General Electric garbage disposers in the sinks of Jasper householders.

The council's move followed the filing of applications for the disposers by a majority of the city's householders. (EM, Feb. '50, p. 124).

Individual householders will purchase the disposers from the city. Installation will begin shortly and must be completed not later than July 31. Citizens who have not yet filed applications have until June 1 to place orders.

Mayor Herbert Thyen estimates that the mass installation of disposers will save Jasper \$13,000 annually in wages and equipment charges for garbage collection. Rubbish collections, which are separate from garbage pick-ups, will continue after August 1. Residents who do not wish to install disposers may dispose of garbage by incineration or other methods approved by the Board of Health. Persons desiring to collect garbage will be licensed by the city. The city council has passed an ordinance forbidding the storage of garbage outside homes within the city limits.

## Universal Unveils "First" New Iron

Arguing that "not since Grandma's day" had there been any basic improvement in hand irons, Landers, Fray and Clark in mid-February introduced a new Universal "Stroke-saver" iron which, according to the New Britain firm, incorporates several fundamental improvements.

Most noticeable of the new iron's features is its tear-drop shaped soleplate, a design which not only allows ironing in any direction but increases the size of the soleplate to 37½ square inches. A wide, sloping bevel and a

long low point make it possible to iron into fabric corners which are difficult to reach. The iron has an 1100 watt heating element.

Universal produced home tests which indicated that the new iron saved four out of ten ironing strokes and 30 percent of the time required by conventional irons.

The company has scheduled a heavy consumer advertising schedule to help introduce the new iron. There will be 33 ads in 10 magazines with a combined readership of 500,000,000. Each ad carries a 10-day home trial offer in which customers are promised their money-back if they do not agree that the "Stroke-saver" is the finest iron they have ever owned.

A complete kit of sales promotion material is available to retailers.

## Electric Playhouse Begins Second Year

With an impressive record of accomplishment behind it and prospects for continuing enthusiasm ahead of it, Washington's Electric Playhouse celebrated its first birthday during February. Sponsored by the Electric Institute and the Potomac Electric Power Co., the Playhouse is designed to dramatize the advantages of living electrically.

During the first ten months of its existence the theater played host to some 14,000 visitors. Daily afternoon programs featured a play acted on revolving stages with sets including a living room, an all-electric kitchen, a utility room and an exterior scene.

Three mornings a week cooking schools and luncheons are staged by the Home Service bureau of the Potomac Electric. There is a waiting list of over 200 women's organizations for the 1950-51 season.

One of the most significant developments during the year was the endorsement of the Playhouse program by the Board of Education. A special youth program has met with enthusiastic response from a large number of high school students.

## Attain 268 percent of Quota



**WINNER OF NATION-WIDE** sales achievement contest sponsored by General Electric's electronics department was the Gould Farmer Co., Syracuse, N. Y. A. A. Brandt, general sales manager for G-E (second from left) makes the award as E. M. Farmer and E. R. Burtis, both of Gould Farmer pay close attention. At left is G-E's H. K. Smith.

## Freezer Goes "Hollywood"



FAMILIAR HOLLYWOOD personalities appear in General Electric's soon-to-be released Technicolor film on home freezing, "Assignment for Penny." Barbara Brown as a farmer's wife and Nora Lee Michel as her daughter explain the advantages of owning a freezer to Gail Davis and Arthur Franz. Film will be available through General Electric distributors for local showings.

## Over 30,000 to See G-E's Traveling Show

Over 30,000 General Electric retailers, their salesmen and their families will have seen the company's "Birth of a Salesman" show when the three troupes carrying the drama across the country wind up their tours this month.

Called by G-E officials "one of the most ambitious educational projects ever attempted in the appliance field at retail level", the show will visit 46 cities before the final curtain on April 19. The show and local presentation of it will cost G-E and its distributors over \$500,000. The play itself was written and directed by top radio and TV talent and features professional Broadway and Hollywood actors.

"Birth of a Salesman" is designed to prove through the story of one G-E dealer, his customers, his sales people and their wives and sweethearts that the fundamentals of good merchandising are unchanging. A. M. Sweeney, general sales manager for the company's Appliance & Merchandise department, said.

Each troupe has 25 members, including eight professional actors, stage hands, advance men and G-E personnel. With each are a revolving stage and other equipment totalling 10,000 pounds.

The script is based on thousands of tape recorded interviews made in every part of the country to determine the reaction of the customer to present day appliance selling. Many of these interviews are woven into the show's 26 scenes.

## Iron Replacement Policy Announced by Silex

A service policy which authorizes dealers to replace defective irons out of their own stock has been announced by the Silex Co. Designed to guarantee consumer satisfaction, the exchange plan will cover all Silex DSI steam irons which are returned by customers within the one-

year warranty period. Dealers will return the defective appliances to distributors who will replace them with irons from their own inventory.

Irons which have been damaged as a result of careless or improper handling are not replaceable under terms of the new policy. Dealers are not authorized to replace irons returned because of worn or loose fill plug gaskets; such complaints must be adjusted by replacing the gasket.

## Wiring Meeting Advised To Win Dealer Support

A record audience of 170 delegates attended the Sixth Annual Adequate Wiring Conference in St. Louis in mid-February. Among the speakers was J. R. Poteat, manager of General Electric's range and water heater division, who told conferees why the industry needs the 80,000 to 100,000 retailers of appliances on the adequate wiring promotion team.

Aside from utilities, electrical retailers are the most numerous "consumer contact group in the industry," Mr. Poteat said. It is therefore imperative, he pointed out, to win the cooperation of retailers if the adequate wiring objective is to be achieved.

In explaining the appliance dealer's stake in the adequate wiring program, Mr. Poteat said that profits on sales are protected when adequate circuits are available to insure satisfactory performance of appliances, thereby cutting service calls. Recalling that "the satisfied user is the best possible salesman", he pointed out that adequate wiring and top flight performance of appliances stimulate the user to "tell the world". In addition, he said, the market for appliances is far greater when electrical adequacy exists.

Mr. Poteat concluded that "the retailer needs the adequate wiring program for profit and the adequate wiring program needs the retailer for progress".

## Electric Housewares Week — or any week —



You, too, can make

# BIG PROFITS

from these great

# TRAFFIC BUILDERS



Swing-A-Way Products — Including the World's Finest wall-type Can Opener — Bring in Fast Sales wherever they go. Cash in on the BIG SWING-A-WAY DISCOUNTS today!

Only the demand is "Electric!"

Design, construction and beauty — three musts for any outstanding product — are natural features of Swing-A-Way. And there are a host of exclusive features too! Swing-A-Way is first in the field to produce sanitary-sealed packaging... first with Magic Mount for walls that won't take screws... first with the swing-away principle. Below are but three of the outstanding manually-operated Swing-A-Way products waiting to bring you big profits!

## MAGNETIC CAN OPENER

This is the famous Swing-A-Way Magnetic Can Opener that holds tight to lids. Syncro-gear drive prevents the locked-on can from sticking or skipping. Opens damaged and odd-shaped cans easily — without springing. Handsome cadmium finish. Self sharpening cutting wheel. Operates in five locked positions. 5 year guarantee. Retail \$3.49.



## SWING-A-WAY CAN AND JAR OPENER

This combination opens anything in cans, bottles, glasses and jars. Standard can opener with all the exclusive Swing-A-Way features — PLUS jar opener with self-adjusting floating jaws that open caps from 1/2" to lids of 4". In Cadmium and Chromium finish. \$3.98 and up.



## ICE CRUSHER

This all metal unit, with either red or white trim, crushes ice coarse, medium or fine. All key parts of stainless steel and aluminum. With multi-cube capacity, continuous feed. Gear drive. The Swing-A-Way Ice Crusher is an unusually attractive gift item at all seasons of the year... \$7.95

Write, Wire or Phone for Details

# SWING-A-WAY MANUFACTURING CO.

4100 BECK AVE. • ST. LOUIS 16, MO.



the spotlight is on  
the sensational, new

**COSCO**

Posture Back  
Ironer Chair

Model 9-E COSCO Posture  
Back Ironer Chair. Duran up-  
holstery, chromium finish,  
casters.

Model 9-B (Inset). Duran  
upholstery, enamel finish,  
gliders.



For homemakers everywhere, it's the seating sensation of the century... this revolutionary, new Cosco Posture Back Ironer Chair. Here's a work seat that provides real "rocking chair" comfort at the automatic ironer. Large, sloping seat is 16 $\frac{1}{4}$ " high—just right for all makes and models. Curved backrest adjusts up and down; tilts to follow the back in any position. Two models—both with red or black Duran-upholstered seat and back, and tubular steel construction. Model 9-E has chromium finish, casters; the 9-B, white enamel finish, gliders. Stock, display and demonstrate Cosco Posture Back Ironer Chairs. They sell more ironers—they sell themselves!

**Tie in with Mother's  
Day Promotion,  
Featuring Full Page  
in April 29th Post**



A full-page, two-color ad in *The Saturday Evening Post*, plus "big space" ads in May issues of *Better Homes and Gardens* and *Household* will carry more than nine million "Buy Cosco Posture Chairs for Mother's Day" messages. Cash in on this national campaign by featuring Cosco in your local promotion. Send for free product mats or photos, copy slants and radio commercials. Write:

HAMILTON MANUFACTURING CORPORATION • COLUMBUS, INDIANA

**COSCO**

Household Stools,  
Chairs and Utility Tables

## LEAGUE ACTIVITIES

### St. Petersburg Association Re-elects Pete Wilkes

Pete Wilkes, department manager for Sears Roebuck and Co., was re-elected president of the St. Petersburg Electrical Dealers Assn. recently. Jack Coit, appliance manager for Maas Bros., was named vice-president of the group while Harold Gillette was appointed to the executive committee.

### Wolfe Elected President Of Jacksonville Group

Olin F. Wolfe has been named to succeed R. A. Maxwell as president of the Jacksonville Appliance Dealers Assn. Les Leavitt was elected vice-president with Frank Smith named as secretary-treasurer. Harold Ashley, A. R. LaFaye, W. R. Mabry, and Messrs. Smith and Maxwell were made directors of the group.

### Connecticut NARDA Chapter Names Bauer as President

J. Wilbur Bauer has been elected president of the northern Connecticut chapter of the National Appliance and Radio Dealers Assn. Leonard Birnbaum is first vice-president, Walter Blau was named second vice-president with Russell Potterton as third vice-president. Marvin McGowan is secretary and William King has been made treasurer. Named as directors are Samuel Lavery, George Arcand, Raleigh Dresser, Theodore Simmons, Charles Keeney and Morris Firestone.

### Kansas City Association Adds Four New Divisions

Four new divisions have been added to the Electric Assn. of Kansas City. They are: electrical appliance wholesalers, electrical supply wholesalers (both formed from an original electrical wholesalers division), electrical manufacturers' agents and representatives and radio and television broadcasters.

J. A. Ekstrom has been elected vice-president in charge of the electrical supply wholesalers division, while J. Lewis Bretz heads the manufacturers' representatives and agents division. K. G. Gillespie is vice-president for the renamed appliance wholesalers division. E. J. McGranahan has been named to head the dealers division, replacing A. E. Wegert, who has re-entered the wholesaling field. Oscar Olson has been elected to the board of directors as a representative of the dealers.

### Charleston Group Stages Annual Electric Show

Twenty Charleston, S. C., retailers sponsored displays of appliances at the annual electric exposition sponsored by the Charleston Electric League. The show ran for three days beginning March 1.

### Intermountain Association Elects Schricker President

James L. Schricker has been elected president of the Intermountain Electrical Assn., with Jack C. Jacobs named to assist him as vice-president. Mark Austin is secretary-treasurer of the group. Representing retailers on the board of directors are C. J. Wilkinson, Edwin H. Hansen and E. L. Baker.

### New Orleans Group Honors Five Industry Veterans

In its 14th annual award of certificates honoring men with 50 years in the electrical industry, the Electrical Assn. of New Orleans recently paid tribute to Fred Stevens, A. J. Denene, Joseph A. Mann, A. G. Boelte and L. V. Lindsey.

### Nebraska-Iowa Council Promotes Laundries

The monthly planned promotion sponsored by the Nebraska-Iowa Elec-

### League Sponsors Range Promotion



LOOKING OVER billboard copy and a counter card being used in the 13-week electric range promotion currently being sponsored by the Electric Assn. of Chicago are William T. Reace, vice-president of Commonwealth Edison Co., Hotpoint's Edward R. Taylor and Axel H. Kahn, general manager, GESCO.

trical Council is being devoted to electric laundries in April. Included in the products for this promotion are hot water heaters. A special tie-in with National Electric Housewares Week is also scheduled for April.

#### IAEL's 15th Conference Set for Boston in Fall

The 15th annual conference of the International Assn. of Electrical Leagues will be held at the Copley Plaza Hotel, Boston, from October 11 through October 14. A. H. Kessler, executive secretary of the North Central Electrical Industries and president of the IAEL, has announced. J. G. Waddell, managing director of the Electric Institute of Boston, is taking care of local arrangements.

#### St. Louis Retailers Form Air Conditioning Council

With the hope of having air-conditioning in the home accepted as an "appliance" within 10 years, a group of St. Louis air conditioning men have formed the Air Conditioning Council of Greater St. Louis. H. H. Piou has been named president and Herbert Schiele has been elected vice-president. Rex Denkman is secretary-treasurer.

#### Inland Empire Groups Merge Administrative Facilities

Inland Empire Electrical Dealers Assn. and the Spokane chapter of the National Electrical Contractors Assn. have consolidated their administrative facilities under one manager, Robert L. Wilkinson. New officers of the organization are located at 501 Empire State Bldg., Spokane. The associations will remain independent in regard to policies and direction under their respective officers.

#### Chicago League Uses TV To Teach Merchandising

The Electric Assn. of Chicago is currently sponsoring a 15 minute television program over WBNQ designed to acquaint electrical dealers and their salesmen with the correct answers to questions which arise in selling appliances.

The show features Clint Youle, who discusses and illustrates by simple line drawings basic principles that make electric appliances "tick". Mrs. Youle asks the average housewife's questions. The program also offers the dealer a means of selling his products to customers and prospects, who are invited to listen in on the program.

#### Philadelphia Group Plans Spring Appliance Campaign

Home freezers, ranges and water heaters are being featured in the spring appliances campaign of the Electrical Assn. of Philadelphia. The drive opened last month and will end June 30. Over 300 ads will back the campaign. The Association will furnish home economists, a representative of the group, and all the food necessary for a range or freezer display at a series of demonstrations which will be held at the rate of nine per week.

## Introducing "By" and "Kay" to help you sell!



**MEN!** *'By' says...*

**in home appliances  
look for**

- Sound construction
- Reliable operating mechanism
- Manufacturer's "know-how"
- Best insulation—FIBERGLAS®

U. S. PAT. OFF.



**WOMEN!** *'Kay' says...*

**in home appliances  
look for**

- Proper size
- Simple operation
- Ease of cleaning
- Ample working or storage space
- Best insulation—FIBERGLAS®

U. S. PAT. OFF.

"By" and "Kay" Factor are going to work for you! They're going to tell men and women buyers the most important features to look for in appliances. And they'll do it on TWO selling levels:

- 1 As 5" reminders which manufacturers will have available for attaching to tops or sides of appliances in stores all over the country—your stores!
- 2 Seen in LIFE and BETTER HOMES AND GARDENS.

So watch for "By" and "Kay!" They'll help buyers buy and sellers sell appliances—with Fiberglas® Insulation.

OWENS-CORNING FIBERGLAS CORPORATION  
Dept. 104-D, Toledo 1, Ohio



**Appliance Insulation**

\*FIBERGLAS is the trade-mark (Reg. U. S. Pat. Off.) of Owens-Corning Fiberglas Corporation for a variety of products made of or with glass fibers.

↑  
**"By's" base has  
a special  
adhesive that  
sticks to any  
dry surface.**

↑  
**"Kay's" base has  
a special  
adhesive that  
sticks to any  
dry surface.**

## FIBERGLAS IS IN YOUR LIFE...FOR GOOD!



**HOME ECONOMISTS** for Utah P&L make 2,000 home service calls a year, explaining appliance operation.



**CONSUMER CONTACT** is maintained by telephone, personal calls, radio programs and a half-hour TV show which features homemaking and home service director Evelyn Hanson.

## Successful Home Service

Dealers in the territory of the Utah Power & Light Co. are selling more appliances because of this utility's "Go All Electric" promotional efforts



**DEALERS IN UTAH P&L'S** area get help from the home service department. In 1948, 31 meetings were held for 60 dealers to teach 309 salespeople electric cooking.

SIX hundred retailers of major appliances serving 300 communities in the territory of the Utah Power & Light Co. sold \$14,183,866 worth of electrical appliances in 1948—an average of \$103 for each electrified home in their area. In 1949 these same dealers aimed at selling 7 ranges, 10 refrigerators, 11 clothes washers, 24 table cookery appliances and two home freezers for every 100 homes in their territory.

But they did not do this all by themselves. As capable as each dealer and distributor may be, no small factor in building this large appliance volume was the support given them by the utility's sales and advertising program which currently is budgeted at nearly \$1400 each day—a half-million dollars in '49—for a "Go All Electric" campaign to develop increased business for the dealers and distributors.

As a whole, the sales development program of Utah Power and Light would be inspiring to all dealers, distributors and utilities—it received recognition in April 1948 by the Edison Electric Institute with the Geo. A. Hughes Award for outstanding promotion of domestic electric ranges in a competition in which utilities from all over the United States participated. Presented here, however, will be one element in the utility's program to increase appliance dealers' sales—the Home Service Department.

### An Objective

In the concise words of W. A. Huckins, Utah P&L sales manager, the objective of the home service program is "to promote the greatest possible use of electricity." In the words of Miss Evelyn Hanson, home service director, the objective in more detail is:

"1. To act as a source of information on questions involving the satisfactory selection, operation and care of electrical equipment in relation to the home, the classroom, school lunch and other government and municipal uses.

"2. Developing and maintaining customer satisfaction, by aiding a customer to satisfactorily use a piece of equipment; by helping her when she has a problem and, above all, convincing her of the reasonable cost of doing these tasks electrically."

Neither description of the home service program indicates the full extent of the department's activities, which takes the full time of the director and a staff of eight home economists, and on which the utility spent nearly \$30,000 in 1949.

During 1948, Utah P&L's home service girls received an average of

500 telephone calls a month. These customers over the 'phone requested and received expert and detailed information on a variety of home making subjects. Similar requests were filled daily at the utility's offices.

But the telephone and office contact was small compared to the home call operation. At the request of dealers, distributors or customers, the home service department made 1,542 individual home calls during 1948, with a staff less than its present strength. By August 1949, home calls averaged 170 a month with a total of more than 2,000 expected for the year. The '48 calls were split into 936 on ranges, 225 on lighting, 210 on kitchen planning, 171 for other reasons. Of these calls, 437 were made at the request of the dealers, with 353 for range demonstration or explanation, 50 for ironer demon-

(Continued on page 226)



# DORMEYER

## RINGS THE BELL

with **FRI-WELL**



**SENSATIONAL NEW AUTOMATIC ELECTRIC DEEP FRYER**  
**LARGER—SERVES SIX FULL PORTIONS**

**\$24<sup>95</sup>**  
 Guaranteed



### WITH WOMEN... FRI-WELL Rings the Bell!

The Fri-Well is another Dormeyer "gold mine" for features that sell—and sell. The Fri-Well makes you a master chef. Deep-fries chicken, shrimps, steaks, doughnuts, onions, French-fried or shoestring potatoes, other foods to golden goodness. Merely set thermostatic control. Out comes luscious taste-tempting food fit for a king. Women everywhere rave about Fri-Well.



### FOR FEATURES... FRI-WELL Rings the Bell!

Gleaming finish, streamlined design makes Fri-Well a "natural" for fast sales. Larger capacity, specially designed draining lip, heat-proof handles, easy-to-clean, safe to use—all features that mean dollars in the "till." Fri-Well heats with special elements through the sides—not the bottom—guarantees against burning, scorching. Excess food particles settle in special "cold-well," preventing scorching or discoloring.



### FOR PROFITS... FRI-WELL Rings the Bell!

Place your Fri-Well orders today. Get in on the gravy now. Backed by aggressive Dormeyer advertising and promotion, the Dormeyer Fri-Well will go places for you if you act fast. Take advantage of this sensational sales opportunity and get your share of this big market. We'll see you at the cash-register.



#### FRI-WELL IS BACKED BY THE FAMOUS DORMEYER NAME

The sensational new Dormeyer Fri-Well is backed by the years of experience and craftsmanship that have made Dormeyer the First Name in Mixers. Get the best. Get Fri-Well by Dormeyer—the Buy-Word in Appliances.



## SELL DORMEYER...The Mixers with the Cash Register Complexion

THE ONLY COMPLETE LINE OF ELECTRIC FOOD MIXERS



**Complete FOOD FIXER Model 4200**  
 Includes Electric Grinder at no extra cost.  
**Complete Grinder, Juicer, Mixer**  
 \$39.95 Guaranteed

Yes sir! It will pay you in greater profit opportunities, increased turnover, and customer satisfaction to feature the DORMEYER Food-Fixer! Tell your customers, "You dial it, DORMEYER does it!"... with 10 recipe-tested speeds. Winner, love its rich kitchen-color harmony—truly, the most beautiful mixer ever designed. Remember, DORMEYER is the first to introduce grinding, juicing, and mixing attachments, all in one complete Low Price Unit!



**Complete MEAL MAKER Model 5000**  
 Includes Electric Grinder at no extra cost.  
**Complete Grinder, Juicer, Mixer**  
 \$51.95\* Guaranteed

"Leading the field" with another DORMEYER sensation! The Meal-Maker hits the market as a sure seller! Multispeed control insures better grinding, juicing, mixing results. Light-weight and portable mixing head can be used anywhere in the kitchen, AC or DC. No turn-table change necessary with "Click-Mix" arm. Meal-Maker offers more attractiveness, convenience; modern tear-drop streamlining a help to easy cleaning! You dial it, DORMEYER does it.



**THE BUDGETEER Model 4900**  
 Low Cost, Big Mixer Performance  
 \$19.95! Guaranteed

And now, the newest DORMEYER... "The Budgeteer"! Assure yourself more mass market sales with this latest, low-cost, high-quality DORMEYER! Loaded with performance: 3-speed horizontal mixer; new "lift-off" motor (no triggers) multiplies usefulness; light-weight with balanced portability for greater kitchen use; modern tear-drop streamlining! Order today and hypo your sales with "The Budgeteer"! Sell the Budgeteer and you sell your customers the most for their mixer money.



**New "DORMEY" Model 4900-D**  
 Makes Every Pot and Pan a Mixing Bowl!  
 \$14.95! Guaranteed

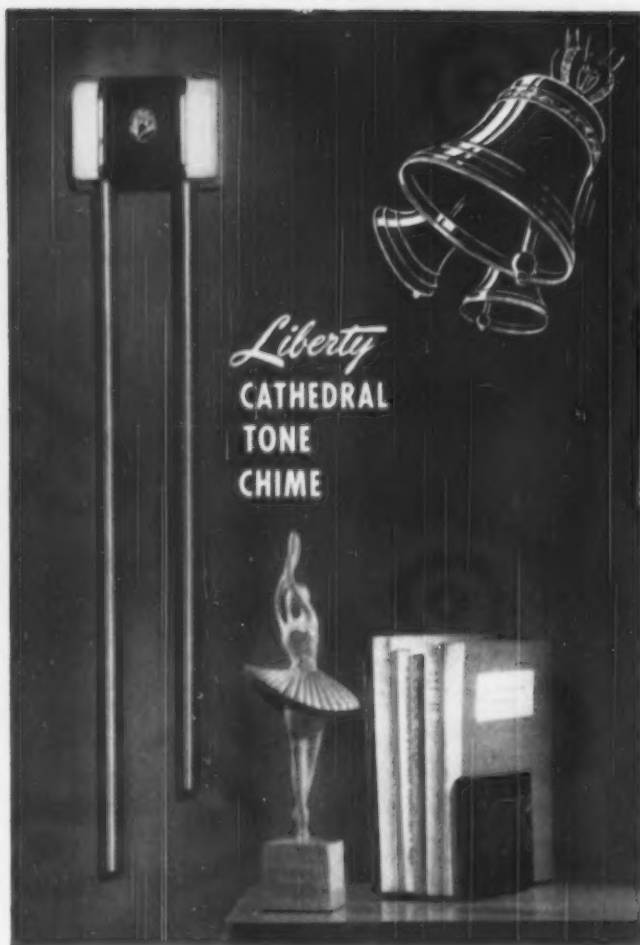
Terrific Demand Item! Easy to use and store. Popular-priced... natural for small homes, apartments. All-purpose, full-powered, low-priced, completely capable. Not a gadget. "Dormey" Portable offers: 3 recipe-tested speeds; super-powered 110-120 volt AC-DC motor; two beaters. New "Dormey" assures fast turnover and greater profit for you. There's a terrific market in apartments and small homes for this popular DORMEYER model.

\*Denver and West, add \$1.00  
 †Denver and West, add 50¢

# DORMEYER

The **BUY-WORD** in Appliances

Dormeyer Corporation, 4300 North Kilpatrick Avenue, Chicago 41, Illinois



MODEL C-10  
LIST \$8.95

## SELLS BY EAR!

Here's a fundamental improvement in tone—and that's where improvement counts when you're selling door chimes. Cathedral Tone is warmer, friendlier, than any chime you ever heard. The secret is Liberty Bell's exclusive Resonance Magnifier, an ingenious device that brings out the lovely timbre and mellow overtones of a true cathedral chime. Miles ahead competitively, with that \$8.95 price tag.

Cathedral Tone operates on any standard 10-volt bell transformer, sounds two notes for the front door, one for the rear.

We're talking up the Liberty Line with national advertising in such magazines as *Better Homes and Gardens* and *House Beautiful*.

Liberty Bell offers a complete line of sensibly-priced door chimes from \$2.95 to \$19.95. Write for current catalog.



**Liberty Bell**

MANUFACTURING CO.  
MINERVA, OHIO

SINCE 1924  
DOOR CHIMES, BELLS, BUZZERS, TRANSFORMERS, SIGNALING DEVICES

## Successful Home Service

CONTINUED FROM PAGE 224

strations, and 34 for other reasons. Filling all requests, home service made 170 home demonstrations of ironers and 515 calls for lighting and kitchen planning.

The largest single home call service in 1948 was undertaken in the coal mining town of Dragerton, Utah, after every one of the 700 homes was equipped with electric ranges and water heaters. Home economists from the utility visited every home to explain the use and care of the equipment as well as the rate structure.

### Group Contact

Through every available means, the Utah P&L home service department reaches groups where "education of the homemaker" can be accomplished. They carry the message of electrical living not only to dealer and distributor sponsored groups of customers and prospects, but into gatherings where sellers of merchandise could not bring a commercial story. Besides the staff of home economists, the utility maintains five auditorium-kitchens at various division headquarters throughout its system. In addition, the department makes use of any meeting place available—dealers' stores, distributors' showrooms, school buildings, churches, theatres, etc.

In 1948, in cooperation with retailers and wholesalers, the department provided 23 promotional schools of an educational nature on major electrical appliances to a total of 3,109 homemakers. With a larger staff and an equally intensive home service program for 1949, the department gave 52 group demonstrations to 1,382 people in April alone, and a first four months total of 265 group demonstrations to a total of 6,977 people.

Contact with homemakers and users

and prospects for electrical appliances was enhanced greatly by the use of the home economists as guest speakers at organizational meetings.

When summertime sends the people of Utah, Idaho, Montana and Colorado off to their famous county fairs, the home service department of Utah P&L attends all in its service area, but not as a spectator. Because the rural and semi-rural populations make up such a large part of its load, and such a sizable appliance market for its dealers, the utility could not overlook these mass gatherings. The result is a 40 by 60-foot tent which is erected during the spring, summer and fall at various county fairs, stock shows, rural festivities, encampments, etc., primarily for the use of the nearby retail appliance dealers. This "Better Living Electrically" tent is equipped with an all-electric kitchen plus the various major appliances which are displayed by the participating dealers and wholesalers. The dealers' salesmen man their exhibits with freedom to pitch their wares and produce prospects: The home service girls provide the demonstrations of electric equipment and food preparation on the complete kitchen. During 1948, more than 70,000 people visited the "Better Living Electrically" tent. Traveling with this tent is another to demonstrate electric farm equipment.

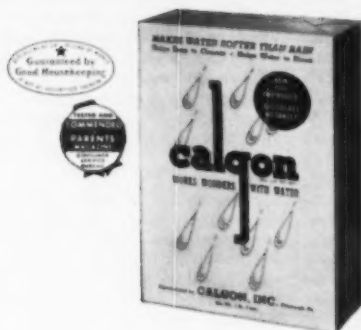
At the Utah State Fair in 1948, the home service department supplemented the tent with other demonstrations of equipment and meal preparation in cooperation with the agricultural college extension service. The 4-H Club groups received electric range demonstrations and talks on home lighting.

Group contact of another form was part of the home service department's

(Continued on page 228)



These  
leaders  
all approve  
**CALGON**



THESE leaders recognize *another* leader when they approve CALGON for use in their washing machines.

They naturally want users to get the finest possible results from the machines they make. So—in addition to their constant improvements in their own products—they are always on the look-out for improved washing methods. They all heartily endorse the Calgon way to wash, because—

Calgon lets these machines turn out clean, fresh laundry, with whiter whites and brighter colors. It does this by preventing washing film either in hard or soft water, used with either soap or synthetic detergents. Calgon also removes washing film that has accumulated by repeated washings when Calgon was not used.

Every user of either an automatic or non-automatic clothes washing machine is a prospect for Calgon. There's a tremendous potential market. And it builds up, too, because customers who use Calgon for laundry, also find many other uses for it in household duties . . . and for personal bathing.

Get in on this big Calgon business. Recommend and sell Calgon to your customers. Write for literature.

*You'll profit by handling Calgon, because textile manufacturers, too, recommend Calgon in their washing instructions.*

**CALGON, INC.**, Hagan Bldg., Pgh. 30, Pa.

**BENDIX**

Westinghouse

*Thor*

*Norge*

**Cipex**

WASH-A-MATIC



**HORTON**

**DEXTER**

*Conlon*

GENERAL ELECTRIC

**Barton**

*Speed Queen*

*Duckess*

*Voss*

*Taylor*

**Maytag**

**ABC**

**One Minute**

**Handyhot**

**UNIVERSAL**

**EASY**

**Hotpoint**

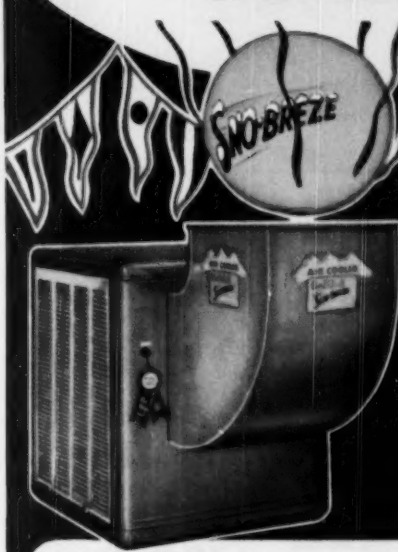
**BLACKSTONE**

WASHERS - DRYERS

**Whirlpool**

ADD THIS FAMOUS FAST SELLING  
LINE TO YOUR BUSINESS

**SNO-BREZE**  
**AIR**  
**COOLERS**



**NOT  
JUST  
A FAN**

**SNO-BREZE  
COOLS THE  
AIR TOO!**

Retail

**29<sup>75</sup>  
AND  
UP**

**A SMALL INITIAL ORDER AND YOU'RE IN  
THE PROFITABLE AIR COOLER BUSINESS  
WITH THIS COMPLETE SALES PACKAGE:**

- ⌘ Tested and proven Sno-Breze units fully guaranteed.
- ⌘ Complete selling, installing and servicing details.
- ⌘ Eye catching, interest arousing animated display.
- ⌘ Counter cards, string tags and direct mail material.
- ⌘ Mat service and cooperative advertising program.
- ⌘ 100% company paid newspaper ads in leading markets.
- ⌘ Heard on several coast to coast radio networks.
- ⌘ Seen in LIFE, TIME, BETTER HOMES & GARDENS and other leading national consumer magazines.

**Get this Sno-Breze sales package, NOW  
and watch your profits Snow-ball!**

MAIL COUPON TODAY FOR FULL DETAILS

**Palmer** MANUFACTURING CORPORATION  
PHOENIX, ARIZONA DEPT. M-2  
Branches in Los Angeles, Cal., Dallas & Lubbock, Texas

Please rush details on Sno-Breze sales package

We are dealers ☐ Distributors ☐

FIRM \_\_\_\_\_

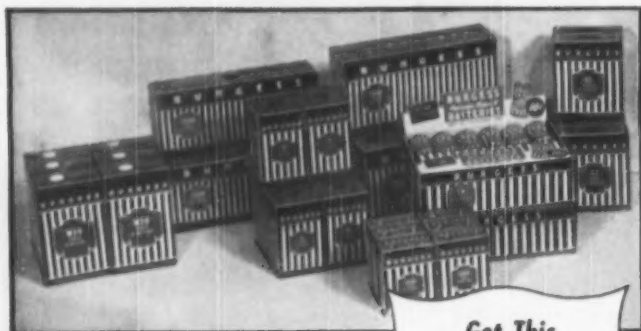
ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**41 YEARS AIR CONDITIONING LEADERSHIP**



# You're Right 3 Ways With BURGESS



## 1st The RIGHT Line!

BURGESS is America's Best-Known Line of radio batteries. America's best-sellers, too! Cash in with sales on the tradition of quality that has made Burgess Batteries famous throughout the world. And remember BURGESS is the complete dry battery line—the line that helps you sell all portable radio battery customers!

## 2nd The RIGHT Promotion

**FREE SALES-BUILDING KIT**—Includes a sturdy floor display merchandiser that puts your minimum stock battery assortment out front where they sell themselves; a big, bold 9" x 22" window streamer; a lively new counter-window card; new enclosures; ready-to-run ad mats; dummy display cartons; and the big, new 1950 Burgess Replacement Guide that answers all your replacement questions.

## 3rd The RIGHT Advertising

BURGESS is advertised in leading national magazines with a heavy concentration of male readers—your best battery customers. Eye-catching, colorful advertising all during the portable radio season will pre-sell millions of portable radio battery users—will pre-sell your customers on Burgess quality and long life.

# BURGESS BATTERIES

America's Best-Known Line of Portable Radio Batteries

Get This  
Minimum Stock  
Assortment that  
Serves Over  
**63%**  
of All Portable  
Radios

6 No. XX45 67½ v. "B"  
6 No. M30 45 v. "B"  
6 No. G3 4½ v. "A"  
6 No. 4F 1½ v. "A"  
48 No. 2R 1½ v. "A"  
3 No. F6A60 7½,  
9 and 90 v. "A&B"  
3 No. T6Z60 7½,  
9 and 90 v. "A&B"

Ask Your  
Distributor  
about this  
Burgess Portable  
Battery Promotion and how  
to get your FREE Sale-  
Builder Kit of Promotional  
Material.

☆

## Successful Home Service

CONTINUED FROM PAGE 226

program, and this was the work in school and college classrooms. During 1948, home economists of the department gave demonstrations and talks before 161 junior-high and high school classes, to a total of 3,890 future homemakers.

### Indirect Contact

Indirectly helping to aid the homemaker, has been part of the program designed to improve the individual abilities of the home economists as well as the department's overall efficiency.

Personnel of the home service department attend all local and regional showings of new electrical equipment by the wholesalers in order to keep ahead of the field in their knowledge.

Another of the home service department's indirect contacts with future buyers is in promoting the installation of up-to-date electric equipment in the schools. During 1948, in cooperation with the Utah and Idaho State Directors of Home Economics Education, a complete survey was made of the equipment in all junior and senior high schools, colleges and universities. The results were distributed to school superintendents by the directors and all schools were classified on the quality of its installation. The same reports were mailed to all major appliance wholesalers and retailers in the area "for follow-up in modernizing with new and additional equipment."

Although the campaign was not fully underway during all of '48, results were shown: 17 school homemaking departments were modernized with remodeling and building changes and the addition of 54 new electric ranges, 12 new electric refrigerators, and 10 other electric appliances. Six schools were modernized without building changes through the addition of 15 new electric ranges and five refrigerators. Other school modernizations were in the planning stage. Supplementing this

work was the department's efforts bringing about the instituting of kitchen planning courses in two universities.

A complete list of the home economics teachers throughout the states of Utah and Idaho was mailed to every wholesaler who had special prices for equipping school departments. And then, in cooperation with the Utah Department of Public Instruction, the state's school lunch program received the utility's cooperation. The home service girls assisted 171 school lunch preparation supervisors and workers to use correctly the commercial type electrical equipment widely used in Utah lunch rooms. For schools of less than 100 pupils they demonstrated how the electric roaster could be used as auxiliary equipment.

That attention to the training of future homemakers on electric equipment has been a long standing program of the Utah P&L is evidenced by these figures—80 percent of all schools in Utah use electrical equipment, compared with a 40 percent range saturation in the homes.

### Remote Contact

It is obvious by now that a home service department with such an extensive program would not miss reaching the public through indirect media—radio and the press. The Utah P&L's home service department during 1948 had daily programs over 17 radio stations covering its entire territory. In 1949 these radio programs were supplemented with a one-half hour television show over KDYL.

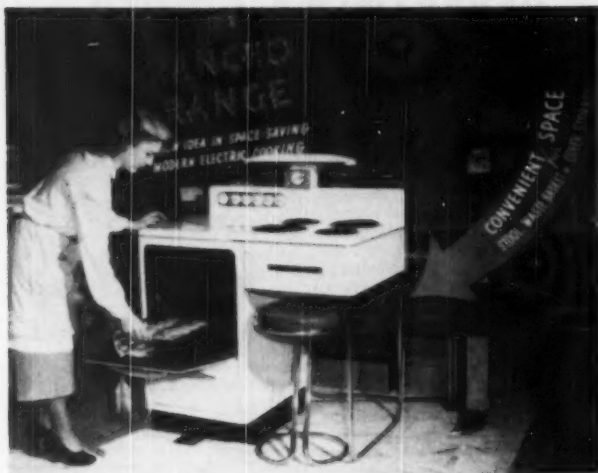
From the home service department in 1948 came 13 special newspaper articles which ran in newspapers throughout Utah and Idaho. These covered menus, special occasion recipes, less expensive meals, and homemaker hints.

Most of the utility's radio and press  
(Continued on page 239)



"DID ETHEL TELL YOU THEY THREW IN A BOLT OF CLOTH WITH THE NEW SEWING MACHINE?"

## Rancho Demonstration in Philadelphia



**EXCELLENT SALES** for dealers as well as the utility itself are reported as the result of a two week demonstration of the Westinghouse Rancho range on the sales floor of the Philadelphia Electric Co. Removing the cookies from the oven above is Mrs. Margaret Robinson, WESCO home economist. Similar demonstration and accompanying window displays are scheduled for the utility's 15 display floors in metropolitan and suburban Philadelphia.

## '50 TV Sales Will Top 4-million, Says Otter

Sales of television sets in 1950 will be limited only by the manufacturers' ability to produce them—the public will buy them all, J. M. Otter, vice-president and general sales manager of Philco, told nearly one thousand appliance dealers and salesmen at the semi-annual Western Radio-Television and Appliance Trade Dinner held in San Francisco February 8 during Western Market Week. "The industry expects sales of from 4,000,000 to 5,000,000 television sets during the year", he stated, pointing out that the fall of '50 should be the biggest volume period in the history of the radio-television industry.

Otter told the dealers that their share of this business would depend on their individual preparation and selling. He said that both an increase in the use of "free trials" and extension of the meter plan were necessary in most areas. More training of retail salesmen will be needed, he claimed. And dealers must learn to continue selling TV on a small margin, working with manufacturers to get television into a price bracket that will reach a mass market.

On the program with Mr. Otter was W. Paul Jones, president of Servel, Inc., who spoke on "The Romance and Significance of the Re-discovery of Gas." Chairman of the dinner program was Ray W. Turnbull, commercial vice-president of the General Electric Co.

## Efforts Rewarded



**OUTSTANDING CONSISTENCY** in promotion and advertising to the public in an effort to promote public confidence in the radio-television technician brought Sylvania Electric Products, Inc., this trophy awarded by the Federation of Radio Servicemen's Associations of Pennsylvania. At left is Sylvania vice-president Robert H. Bishop and at right is Richard G. Devaney, representing the association.

ELECTRICAL MERCHANDISING—APRIL, 1950



**"THAT'S FOR ME!!!"**

That's just exactly what the man said.

You've probably said it, too—as you leafed through the advertising pages of a current issue of **THIS** magazine.

It happens all the time—to every man who is on top of his job.

Why? Because he keeps a weather eye out for the things that promise a better, faster, more economical way of doing something.

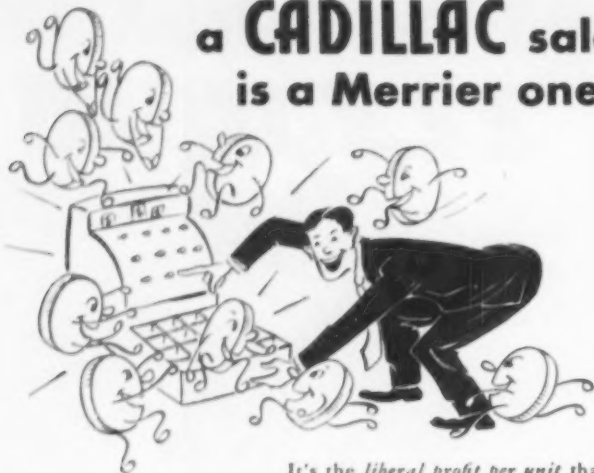
He knows that America's leading manufacturers take the newest and best of their products and services to market in the advertising pages of the business and industrial magazines that help him keep on top of his job. And if it's for him he wants to know what makes it tick.

**To keep in touch with the parade-----**

**READ THE ADS.**

by a wide margin of profit...

## a CADILLAC sale is a Merrier one!



It's the liberal profit per unit that makes the Cadillac line your best bet for increased gross dollar profits.

Investigate the plus factors that give Cadillac dealers the edge on competition. Then sell Cadillac, the line that pulls in more profit from your sales effort. Write for complete information about our dealer setup—today. You'll make more with the "dirt-hungry four."

Four models. Priced to fit every purse.

Month in, month out, National Advertising in leading magazines pre-sells homemakers on Cadillac's fast, thorough cleaning. Cash in on the built-up demand for Cadillac now

De Luxe Model 143-A  
(2-speed control)  
Sells for  
**\$59.95\***  
With full set of  
attachments  
**\$74.45\***



MODEL 600  
(2-speed control)  
with full set  
of attachments.  
Sells for  
**\$69.95\***



MODEL 301  
(single speed)  
Including attachments  
shown.  
Sells for  
**\$49.95\***



MODEL 125  
(single speed)  
Including 5 attachments.  
Sells for  
**\$49.95\***



\*Slightly more cost of Rockier

**CADILLAC**  
Revolving Brush and Cylinder  
**VACUUM CLEANERS**

**CLEMENTS MFG. CO.**

Dept. A, 6646 S. Norwegansett Ave., Chicago 38, Ill.

Since 1917, sold only by reliable dealers and distributors.

## DEPARTMENT STORES

### Hudson's Shows Housewares' Past, Present and Future

J. L. Hudson Co., Detroit department store, used the theme "Your Homemaking World—Past, Present and Trends" in staging its Housewares Exposition in January. Among the featured exhibits were O. A. Sutton's "air-test laboratory," Proctor's "museum of irons," General Electric's "preference poll" on designs for the toaster of the future, a Westinghouse ventriloquist, a display of cooking from the stone age by West Bend Aluminum and a "radar range" by Hotpoint.

One of the most elaborate displays was the mechanized kitchen assembled by Crosley and operated by an intricate mechanism. Automatic push-button living was demonstrated by Landers, Frary & Clark.

### Sterling & Welch Co. Name Kreemer Housewares Buyer

James A. Foukal, formerly buyer of housewares and major appliances for Sterling & Welch Co., Cleveland, is now concentrating his efforts on major appliances. John Kreemer, previously Mr. Foukal's assistant, has been promoted to buyer of housewares, electrical housewares and kitchen furniture.

### Hickson Succeeds Gallagher At Davison-Paxon, Augusta

John L. Hickson has succeeded Roy Gallagher as manager of major appliances, radio and television for Davison-Paxon Co., Augusta, Ga. Mr. Hickson was formerly assistant manager of these departments.

### Weglinski Heads Department At Powers in Minneapolis

Walter Weglinski has been made manager of the major appliance department of the Powers Dry Goods Co., Minneapolis. He had been an assistant in the department. Daniel J. Murphy will manage the radio, television and record departments under the supervision of furniture buyer Roy Delin.

### MacKinnon's Names Campbell Manager of Appliances Store

Archie G. Campbell has become manager and buyer of MacKinnon's Department Store in Lake City, Wash., suburb of Seattle. Mr. Campbell was formerly associated with Erickson Bros., furniture company in Everett, Wash., and before that was with the Allied Stores in Everett and Seattle.

### Beswick Adds Radio Duties At Robinson's, Los Angeles

Robert C. Beswick, major appliance buyer for J. W. Robinson Co., Los Angeles, has assumed additional duties as radio, television and record buyer for the store.

### Canary Promoted to Fill Kaufman-Straus Position

J. M. Canary has been made manager of the appliance department at the Kaufman-Straus store, Louisville, Ky. He succeeds Dean Russell, who is entering business for himself.

### Smith Takes New Post In Wurzburg Store

Howard C. Smith has been named merchandise manager for the home furnishings division of Wurzburg's, Grand Rapids, Mich.

### Leh's, Allentown, Marks Its Centennial Year

A series of events which began in February and which will run until October are being used by H. Leh & Co., Allentown, Pa., department store, in observing its centennial year. Among the events planned are four elaborate fashion shows, use of a newly designed store seal and gifts of Centennial glasses. A two week historical exhibition was held in February.

The firm has always been a partnership and today the fourth generation of the family in direct descent from the founder shares in the management of the enterprise.



"YOU'LL FIND IT HAS A NICE, REALLY SNUG-FITTING DOOR."



## NEW LITERATURE

### Emerson Electric Mfg. Co.

A new Emerson Electric 60th Anniversary Fan Catalog, illustrating in color and describing in detail their complete line of fans for 1950, is offered by The Emerson Electric Mfg. Co., St. Louis 21, Mo. This 32-page catalog gives design and construction specifications with complete performance data on the various types of desk and stand fans, air circulators, ceiling fans, kitchen ventilators, exhaust, attic and window fans. A copy of the catalog (Unit X6549) will be mailed to those requesting it on their company stationery.

### Farm Electrification Bureau

A 16-page, illustrated booklet has been published by the Farm Electrification Bureau, 155 East 44th St., New York City, covering adequate wiring for the farm. Opening with a factual explanation of the advantages to be gained in using electricity on farms and in rural homes, it follows through with basic data concerning requirements for adequate wiring and lighting on the farmstead and in farm buildings. Included are illustrations of overhead and underground wiring installations, skeltonized views of six service buildings, including dairy barn, poultry house, hog house, granary, milking parlor, and work and hobby shop. A floor plan of a typical two-story farm residence likewise is included. All sketches contain wiring layouts and information on wiring circuits.

### General Electric Co.

The new "More Power To The American Farmer" 16 mm, sound color motion picture "Electrified Farming", filmed on farms from New England to California, was recently released by the General Electric Co. The 25-minute film which demonstrates how properly applied electricity can lighten farm chores and greatly increase produc-

tivity is the first in the General Electric "More Power To the American Farmer" series. Through the use of actual transcontinental case histories, the film tells and shows the farmer, in an entertaining way, numerous applications and uses of new and modern electrical equipment, and instructs the farmer how to live and work more efficiently and economically through the use of electricity.

### Lyon Metal Products, Inc.

A new pamphlet describing their steel kitchens has been put out by the Lyon Metal Products, Inc., Aurora, Ill.; it is featured in a promotion to consumers. It contains suggested layouts, photographs of individualized kitchens and detailed photographs of different units.

### John Meck Industries, Inc.

The first issue of a new television dealer house magazine, "MECKAnized TV Selling," has just been mailed to 25,000 retail television merchandisers, according to a recent announcement by John Meck Industries, Inc., in Plymouth, Indiana. A tabloid in format, the sheet is full of illustrations.

### Motorola, Inc.

A catalog of its new 1950 line of television, home and auto radio line is offered by Motorola, Inc., Chicago. Besides drawings and photographs of numerous room settings, the catalog also provides sales features to make it an effective selling tool. The book is of the three-ring binder variety with a cover of soft blue artificial leather.

### Sylvania Electric Products Inc.

A new 20-page booklet providing television picture tube and general purpose cathode ray tube characteristics; replacement tube date; base diagrams; suggestions for tube handling. (Continued on next page)



"YOU CAN'T HIDE from the heat either!" says this new Robbins & Myers fan display offered free with the purchase of any six R & M fans, or at an outright purchase price of \$2.00.

## New WEST BEND Electric Bean Pot

a versatile new appliance for many wonderful dishes.



Retail \$6.50  
INCLUDING CORD  
AND EXCISE TAX



...delicious simmered flavor

- Baked Beans (any style)
- Soups
- Cooked Cereals
- Dried Fruits
- Stews
- Casserole Dishes

And doesn't need watching!

Baked beans with that old-fashioned flavor, slow-baked right in a real ceramic bean pot... they're really delicious! A recipe started in the evening is ready to serve next day.

Your customers will be delighted with the convenience of using it for such varied foods as cooked cereals, stews, soups, dried fruits or keeping recipes warm for serving. It needs no watching during cooking. Glazed ceramic bean pot is separate from heating unit—can be completely immersed in water. Separate Heat-rite base is perfect for warming coffee or keeping other foods hot. Polished metal cover has graceful brown plastic knob. 2 quart capacity. Overall height is 8"; diameter is 7 7/8".

TWO-QUART CAPACITY

GRACEFULLY STYLED

EASY TO USE

EASY TO CLEAN



Heat-rite Base

Completely enclosed. Has 95-watt electric unit. For 110-120 volts, AC or DC. Can be used separately as warming base. Made of chromium-plated steel. Has molded plastic feet.

See your distributor or write us today...

WEST BEND Aluminum Co.  
WEST BEND, WISCONSIN

# Dayton

## UTILITY FANS



### Triple-Duty Fans — Blow Out or Upward — Hang On Wall Hook — 12, 14, 18" Blades

Your net cost is about 25% under the market. Sales prove these the most practical breeze-makers you ever sold for the big home, store, office and factory markets. Takes the wilt out of sizzling heat. Head tilts 90° for upward, draft-free, blow—or wall-hanging. Quiet 12, 14, or 18" blades. Husky motors. Chromed guards on Deluxe models. Bar stock base. 2-year guarantee. Get sample and net prices.

| Blade | Speed | No.   | List    |
|-------|-------|-------|---------|
| 12"   | 1     | 3F160 | \$18.00 |
| 14"   | 1     | 3F161 | 28.00   |
| 14"   | 1     | 3F141 | 36.00   |
| 18"   | 3     | 3F150 | 60.00   |

(\*) Deluxe, chromed models.

## Air Circulators for Price-Minded Dealers



### 20" FAN

POPULAR  
COUNTER  
MODEL

As Low As

**18.95**

From Your  
Nearest  
GRAINGER  
WAREHOUSE

For as low as \$18.95, dealers can buy our 20" blade (K.D.) air circulator with features of a \$40.00 fan. Proportionately low prices on 17 other (K.D.) fan models up to 30".

You can get equal values in low-priced Dayton Built-Up Air Circulator Fans in 20, 24 and 30" straight-blow counter and floor models; also oscillating floor model. Stocked in 40 coast-to-coast warehouses convenient for pick-ups and 24-hour shipping service.

Powerful Dayton Air Circulators sell easy because of low list price for such deluxe features as flashy chromed guards, motor canopies, and columns; high air delivery; multi-speed motors; two-year guarantee.

★ YOUR GRAINGER MOTOR BOOK lists entire line of Dayton Air Circulators, Attic Fans, Window Fans, etc. Copy available to bonafide dealers on request.

**W. W. GRAINGER, INC.**

40 COAST-TO-COAST WAREHOUSES  
HOME OFFICE: CHICAGO 6

## NEW LITERATURE

ding; and a concise description of cathode ray oscilloscope use in TV servicing has been published by the Radio Tube Division, Sylvania Electric Products, Inc., Emporium, Pa.

Another new booklet by Sylvania is a new 56-page television receiver tube complement book listing by make and by model the number and type of receiving and picture tubes used in more than 620 sets. The book also contains a chart showing the percentage of each of 136 receiving tube types used in TV sets distributed by 85 manufacturers.

### The Majestic Co.

The Majestic Co. has brought out a new 1950 catalog of building necessities. Several new products have been added, among them the package receiver, the window well and the new Majestic Utility Furnace which is oil or gas fired.



PETER HUNT HUTCH cupboard display created by Peter Hunt, artist, for Universal appliances available to Landers Frary & Clark dealers. Over 5 ft. high, complete walk around and self supporting, designed for interchangeable cards.



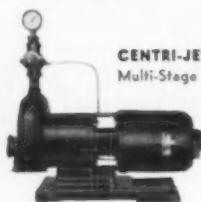
DEMONSTRATOR UNIT for Vornado window fans enables dealers to show ease of installation, performance and safety features and "Turnabout" intake or exhaust action of fan. Simulated window casing sets up quickly, takes little space. Supplied by D. A. Sutton Corp. to franchised dealers through jobbers.

## RED JACKET

Presents its New  
JET PUMP LINE OF  
WATER SYSTEMS  
FOR HOME AND  
FARM



CENTRI-JET "M"  
Single Stage Pumps



CENTRI-JET "A"  
Multi-Stage Pumps

### FOR ALL WELLS



Now you can sell one line of pumps and water systems that will satisfy the demands of every prospect. These new jets, plus the Submerge-Pump and Red Jacket's other fine water pumps, offer you the most complete line for home and farm use.

These new jet pumps have features of performance and convenience that instantly show their superiority. They include:

1/4 to 1 H.P. • HIGH CAPACITY • HIGH PRESSURES • INSTANT CONVERSION — Shallow to Deep Well • PUMPING DEPTHS TO 190 FEET.

All shallow well models are self-priming.

All deep well models are prime-maintaining.

### RED JACKET — REDA "Submerge-Pumps"

The pump that is completely submerged at all times — the pump you never hear — never lubricate. Easy to install — requires a minimum of piping.

Your customers and prospects will marvel at this newest of water pumping equipment. For any wells 4" and larger. Sizes 1/4, 1/2 and 3 H.P. Pressures to 550 pounds. Pumping depths to 1200 feet.

### OTHER POPULAR RED JACKET PRODUCTS

Shallow Well and Deep Well Reciprocating Pumps, Centrifugal Pumps, Celler Drainers, Frost-Proof Hydrants, Hand and Windmill Pumps and Water Conditioning Equipment.

Write us for complete catalog and prices and the name of your nearest Red Jacket Distributor. Address, Dept. EM

**RED JACKET MFG. CO.**

DAVENPORT, IOWA  
"The Choice That Makes Friends"  
Since 1878

# IDEAL

## "SHORT-CUT" TOOLS

make wiring jobs Safer • Faster • Easier



### VOLTAGE TESTER

Not an ordinary "glo" type — actually indicates nominal line voltages on easy-to-read calibrated scale. Voltage tester and neon test lamp — each independent of the other — give double dependability, double safety. Heavily insulated test prods with safety collar — have 4 inch handles. A top-quality, pocket-size instrument, built to last for years. Complete with case.

TESTS FOR ANY OF THESE

Continuity of circuits • 110 to 550 Volt AC • 110 to 600 Volt DC • Blown fuses • Grounded side of line • Motor or appliance • Frequency (25 or 60 cycle) • DC polarity

### FISH TAPE

REEL and PULLER 3 tools in one. BIG grip makes it easy to pull tape through long conduit runs. Tape can't kink, or spring loose — it's always in the reel. Saves up to 50% in fishing time.



### JOIST BORER

For floor or ceiling joists. No backbreak, no strain, no ladders — just pull on the sprocket chain. Makes joist boring 5 times faster! Comes knocked-down, less pipe. Adjustable for overhead work up to 12 feet.



Sold Through America's Leading Distributors

IDEAL INDUSTRIES, Inc.  
1037 Park Avenue, Sycamore, Illinois

Please send catalog information on the IDEAL "Short-Cut" Tools checked at left.

NAME

COMPANY

ADDRESS

CITY

ZONE

STATE

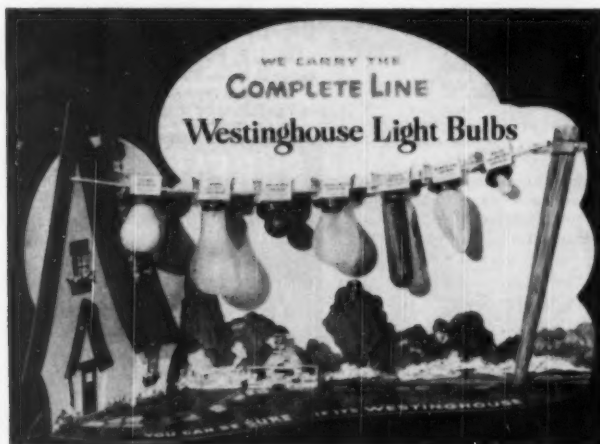
### MAIL TODAY FOR CATALOG INFORMATION

- ☐ Voltage Tester
- ☐ Joist Borer
- ☐ Fish Tape, Reel and Puller
- ☐ "Stripmaster" Hand-Type Wire Stripper
- ☐ "Cali-Flex" Spring Type Fish Tape
- ☐ 8-X Cable Cutter
- ☐ Fuse Clip Clamps
- ☐ Fuse Pullers
- ☐ Test-Lites

## DEALER SALES HELPS



DISPLAY COUNTER for National Die Casting Co. line of juicers, can openers and kitchen appliances. Occupies area of 18 x 36 in.—24 in. high. Ample space to operate items in normal manner by customer. Blend birchwood, trimmed in chrome.



"CLOTHES LINE" display for window and counters of dealers in electric light bulbs available to Westinghouse dealers. Silk-rope "clothesline" and a dozen cardboard "clothespins" to hold and identify 12 different types of lamps. Dealers can arrange the setup.



KITCHEN PLANNING KIT of miniature appliances available to Hotpoint dealers. Models accurately scaled to represent kitchen arrangements.



RECORD BAG to be supplied to dealers by Permo, Inc., manufacturer of phonograph needles. It is heavy and durable, designed for carrying records safely.

## Rival SHRED-O-MAT<sup>®</sup> CONTINUES TO SMASH ALL SALES RECORDS



NOW IN  
STAINLESS  
STEEL

At The  
Same Low  
Price

**\$5.98**

Red, White  
or Yellow  
Baked Enamel  
Also in all chrome \$7.95

Complete with 3  
Interchangeable  
Stainless Steel Discs

### IT SHREDS



Swiftly, vegetables and fruits for  
slaws, favorite salad recipes.

### IT SLICES



Potatoes for frying, cucumbers for  
canning, every vegetable slicing job.

### IT GRATES



Safely, chocolate, coconut, cheese,  
toast, vegetables for juices, gelatin  
molds.

FREE 16 PAGE RECIPE BOOK  
WITH EVERY SHRED-O-MAT

OVER 6300 lines of NEWS-  
PAPER EDITORIAL COMMENT  
TO DATE IN AMERICA'S LEAD-  
ING NEWSPAPERS.

Now Shred-O-Mat has a  
STAINLESS STEEL hopper  
and guard as well as STAIN-  
LESS STEEL Discs! Shred-O-  
Mat performs miracles on veg-  
etables and fruits. One-half  
hour's hand shredding, slicing  
or grating done in minutes.  
Handy new portable device  
whizzes through every shred-  
ding job. Good-bye to skinned  
fingers, marred table tops,  
rusty gadgets... and it's so  
easy to clean! Order now!

LOOK FOR OUR NATIONAL ADS WITH THAT  
LOCAL ADVERTISING PUNCH!



- Saturday Evening Post
- Ladies Home Journal
- Good Housekeeping

OVER 33 MILLION READERS!

Fair Trade Retail



CAN-O-MAT



JUICE-O-MAT



WRITE TO



STEAM-O-MAT



BROIL-O-MAT



NEW! AMAZING! SENSATIONAL!

"The New METER-MATIC  
Makes Meter Selling Easy  
and Low Cost!"



## INTERNATIONAL'S METER-MATIC BANK-METER

The new Model M30 Bank Meter will revolutionize meter selling of household appliances. Model M30 METER-MATIC features a removable coin bank which the customer brings in to your store once a month.



- Customer must pay daily as meter shuts off current.
- Customer removes coin bank once a month and brings to store.
- Coin bank CANNOT be opened by customer.
- Prepayment feature allows appliance to operate while coin bank is being brought to the store.
- Appliance will not operate with bank removed except when meter is prepaid.
- ELIMINATES COLLECTION COSTS!

WRITE TODAY  
FOR  
COMPLETE DETAILS!

INTERNATIONAL REGISTER CO.  
2626 W. Washington Blvd.  
Dept. 450-5 Chicago 12, Illinois

**METER-MATIC**

**GREATEST NAME  
IN COIN METERS**

### ELIMINATES COLLECTION COSTS



## DISTRIBUTORS APPOINTED

### Admiral Corp.

Two new distributors have been appointed by Admiral Corp.  
Wolverine Appliance Distributors, 920 Monroe Ave., N.W., Grand Rapids, Mich.  
Duval Distributing Corp., 1221 Admiral St., Richmond, Va.

### Bendix Home Appliances, Inc.

Anchor Distributing Co., Pittsburgh, Pa., has been appointed exclusive distributor for all Bendix home appliances in western Pennsylvania, eastern Ohio and northern West Virginia.

### Clements Mfg. Co.

Harold E. Saper Co., 4611 N. Clark, Chicago, Ill., have been named distributor of Cadillac vacuum cleaners.

### Capehart-Farnsworth Corp.

Two new distributors for Capehart television receivers and phonograph-radios have been announced.  
K. K. Co., Inc., Omaha, Neb.  
United Distributors, Inc., New Orleans, La.

### Hamilton Mfg. Co.

Bickford Bros. Co., Buffalo, N. Y., have been made a distributor for dryers manufactured by the Hamilton Mfg. Co.

### Coroaire Heater Corp.

The following firms have been franchised as distributors for the Coroaire Heater Corp.  
Charleston Electrical Supply Co., Charleston, W. Va.  
Roberts Gas Appliances, Inc., St. Louis, Mo.

### Du Mont Laboratories, Inc.

Two southern distributors have been appointed by the receiver sales division of Allen B. Du Mont Laboratories, Inc.  
Southern Bearings and Parts Co., Charlotte, N. C.  
Norfolk Distributing Co., Norfolk, Va.

### Gibson Refrigerator Co.

Two new distributors have been appointed by the Gibson Refrigerator Co.  
Rogers, Leche and Wickman, Inc., Dallas, Tex.  
D & H Distributing Co., Baltimore, Md.

### Jewel Radio Corp.

Colen-Gruhn Co., Inc., New York, has been appointed exclusive metropolitan New York distributor for Jewel radios.

## PROFITS FASTER, EASIER

with  
America's  
fastest-  
selling  
ice cream  
freezers



**2 QUART  
ELECTRIC**

**MR. DEALER:** This feature-packed 2-quart Dolly Madison ELECTRIC ice cream freezer is the star of 1950. Operates with the contents of three ice cube trays! Show it and watch sales soar! Available also in 4-quart and 6-quart sizes. Backed by modern merchandising helps for the dealer. Write for details.

### HUSKY HAND FREEZER

Stock America's favorite hand freezer. Quality throughout, but priced to sell on sight, with a generous dealer profit. 2-, 4- and 6-quart sizes.



If your jobber can't supply, write the factory

### ORDER NOW

**THE J. E. PORTER CORPORATION**  
America's Largest Manufacturers of Home  
Ice Cream Freezers—82 Years Old  
504-2 BROADWAY • OTTAWA, ILLINOIS

## QUIET AIR CIRCULATORS

by

# mimms

Motors by Westinghouse  
or equal

- Our numerous models consist of . . . Fully chrome plated air circulators on high telescoping columns, low base and wall mounting, sizes from 18 ins. to 30 ins. in diameter, and a full line of exhaust fans and shutters. All models engineered for the maximum air delivery, quietest operation and longest life. You can earn the maximum from your fan territory by making this most diversified MIMMS line available to your customers. Write for prices and complete information.

Commercial and Industrial  
Types  
Inquire as to our win-  
dow fans

• Window fans with telescoping side panels to fit various sizes of windows. Heavy duty man cooler units on high stand and low base, 30 ins. in diameter, and a full line of exhaust fans and shutters. All models engineered for the maximum air delivery, quietest operation and longest life. You can earn the maximum from your fan territory by making this most diversified MIMMS line available to your customers. Write for prices and complete information.

The Northington



**E. N. MIMMS CO.** 908 MASON STREET  
LOUISVILLE 4, Ky.

## SURFACE TYPE Black Heat Elements MODERN Automatic Electric Water Heaters



Plus—

- 10 to 15% greater actual tank capacity on 55 gal. size
- No lining up of elements
- Full 55, 66 and 82 gal. sizes
- U.L. Approved
- 1 and 10-year Warranty models
- Profit Priced
- All other wanted features

Other Models: 5 1/2, 12, 20, 30-gal. sizes  
Also complete line of domestic and commercial water softeners

**MODERN WATER EQUIPMENT CO.**  
Dept. EM-1, West Chicago, Ill.

Send details, prices on ☐ Water Heaters ☐ Softeners

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

# WAHL

DRYERS  
CLIPPERS  
and  
VIBRATORS

**Mean EXTRA PROFITS FOR YOU!**

**WAHL HAIR CLIPPER**

Ideal for all the family haircuts, necktrims, on the legs and under the arms. Professional model, small and compact. Easy to use... no experience necessary. Silent, smooth running. List only \$9.75.

**WAHL Silent HAIR DRYER**

Perfect for men, women and children's hair. Dozens of extra uses in drying hair, lingerie, film negatives, etc. Hot or cold air. Instant heating, silent, lightweight. Detachable stand. List only \$9.75.

**WAHL "HAND-E" VIBRATOR**

For soothing, relaxing massages. Powerful, penetrating vibrator housed in attractive sanitary case. Contains four applicators... for face, scalp and body use. List only \$4.50.

**GUARANTEE**

ALL WAHL PRODUCTS carry this outstanding guarantee... for YOUR protection!

"We agree to repair or replace FREE of charge, for ONE YEAR, any WAHL product which does not give perfect satisfaction."

WRITE TODAY DEPT. EM50

**WAHL clipper corp.**

STERLING, ILLINOIS

# UNIVERSAL

ELECTRIC SEWING MACHINE

Priced to sell, built to perform



**ATTENTION: WHOLESALERS DISTRIBUTORS**

We invite your inquiries regarding the wholesale distribution of the Universal Sewing Machine.

Protected territories—closest possible cooperation. Some territories still available.

**STANDARD SEWING EQUIPMENT CORP.**

114 West 27th Street, New York, N.Y.

## DISTRIBUTORS APPOINTED

Murray Corp. of America

Olson & Co., Inc., 3915 Germantown Ave., Philadelphia, Pa., have been named a distributor for products of the home appliance division of the Murray Corp. of America.

Hallicrafters Co.

Ten new television distributors have been announced by the Hallicrafters Co.

Springfield Radio Co., Springfield, Mass.  
Callender-Lane Co., Columbus, Ohio  
Harry Knodel Distributing Co., Cincinnati, Ohio  
Biehls, Inc., Pottsville, Pa.  
Warren Radio Co., Erie, Pa.  
Lehleitner Co., New Orleans, La.  
Gladco Distributors, Inc., Tonawanda, N. Y.  
Republic Distributing Co., Grand Rapids, Mich.  
Lincoln Sales, Baltimore, Md.  
J. A. Walsh and Co., Houston, Tex.

Trav-Ler Radio Corp.

Bigelow & Dowse Co., Boston, Mass., have been made a distributor of Trav-Ler radio and television.

**MOVE 'EM ...**



**Easily, Quickly, Safely with**

## ROLL-OR-KARI

DUAL TRUCKS

Handling stoves, refrigerators, freezers and other heavy, awkward loads is a cinch with Roll-Or-Kari Dual Trucks. Adjustable to any size load, Roll-Or-Kari Trucks with the patented Step-On-Lift and Web Lock and Tightener are easy to attach and easy to roll. Foot lever on each truck raises truck to rolling position. Folding handles. Capacity 1,000 lbs. Shipping weight 40 lbs.

Be thrifty in 'Fifty — Roll-Or-Kari Dual Trucks are your insurance against time losses and breakage losses. Write today for full information. Dept. B.

**ROLL-OR-KARI CO.**

MANUFACTURERS

ZUMBROTA • MINN.

## WHY BENNETT FLUORESCENT LIGHTED MEDICINE CABINETS

**Cost Less**



Complete Bennett Bilt Fluorescent Lighted Medicine Cabinets cost less to buy and install than separate electrical wall fixtures and cabinets of equal quality. These cabinets increase the attractiveness of modern rooms by providing a more finished, self-contained, compact installation.



Nothing has been overlooked for convenience and quality. No other medicine cabinet has all built-in premium features. That's why you should specify and buy Bennett Bilt Fluorescent Lighted Medicine Cabinets. It costs you nothing for the fully-illustrated complete line catalog... it may mean many dollars to you. Write today.

**THE BENNETT MANUFACTURING CO., ALDEN, N. Y.**

CUSTOM METAL CRAFTSMEN SINCE 1906

---

**"The finest appliance protection!" says MR. C. E. GERHARD**




"I use Slingabouts because they are the ideal way of delivering appliances safely to customers," says this leading appliance dealer with stores in Glenside and Ambler, Pa.

Let Webb Slingabouts protect your appliances—build customer confidence! Heavily padded jacket of rugged canvas cushions appliances from shocks and jars. Thick layers of cotton padding with soft flannel lining safeguards mirror finishes from marks, dents and scratches. Sturdy sling facilitates movement on and off trucks, protects customers' property and safeguards handlers from injury. For all leading makes of the appliances listed below.

**WEBB**

**SEND TODAY**

**WEBB MANUFACTURING CO., 2918 N. 4th St., Phila. 33, Pa.**

Send Slingabout prices for model # \_\_\_\_\_

make \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Check Appliance

Refrigerator  
Radio  
Stove  
Washer  
Other (please specify)

# What's so important about the **FLAG LABEL?**

Wherever this small Flag Label appears on flexible cords used on electrical equipment, it signifies approval by Underwriters' Laboratories, Inc.

It tells the buyer instantly that the manufacturer has taken extra precautions to insure maximum safety in his product by equipping it with power supply cords which have been submitted to test and inspection . . . not only the cords themselves, but the plugs as well.

Whether you are a distributor or dealer you will find the Flag Label simplifies and speeds up selling both of individual cord sets and equipment furnished with inspected cords. It is an extra assurance of both quality and safety—two things electrical buyers are demanding more insistently this year than ever before.

**SAFE ELECTRICAL CORD COMMITTEE**  
155 East 44th Street, New York 17, N. Y.



Make sure the products you sell are equipped  
with safe electrical cords bearing the Flag Label.

## 5 reasons why you profit . . . when you sell **sew-qem**

### 1. EASY TO SELL

Your customers want and need the modern, exclusive Sew-Gem features . . . the right hand bobbin, silent synchromatic drive, and the sensational new "Susie" full rotary miracle hook.



### 2. ONCE SOLD — STAYS SOLD

Every Sew-Gem customer is a satisfied customer—and a booster for this superior machine. That's because Sew-Gem users enjoy dependable, smooth, continuous sewing with the new *Miracle Hook*—it's guaranteed not to lock, clog or jam—ever.

### 3. LESS EXPENSE

When you handle Sew-Gem you spend your time selling—not servicing, thanks to the marvelous simplicity and modern fool-proofed Sew-Gem mechanism.



WRITE FOR COMPLETE DETAILS

Variety of models and cabinet styles in richly grained walnut, mahogany, and blonde. Portable — secretary or writing desk — occasional table.

### 4. PRE-SOLD FOR YOU

Each week more than 39,000,000 radio listeners hear about Sew-Gem over six highly rated network programs . . . Stop the Music, Queen For a Day, Sing It Again, Bride and Groom, Betty Crocker, and Grand Slam. ALSO—we have a local cooperative advertising plan for you.

### 5. EXTRA VOLUME

Appliance dealers find Sew-Gem is the one machine they can afford to get behind and push because it is mechanically superior in every respect, easy to sell, and stays sold.



Rock Island, Illinois

## DISTRIBUTORS APPOINTED

### Landers, Frary & Clark

J. A. Williams Co., Pittsburgh, Pa., have been named distributors of Universal ranges and water heaters.

Seven new distributors have been appointed by Refrigeration Sales Co. to handle sales of Universal refrigerators.

Tracy and Co., Providence, R. I.  
Signal Distributing Co., Boston, Mass.  
Graybar Electric, Springfield, Mass.  
Standard Electric Co., Bangor, Me.  
Edwards and Walker, Portland, Me.  
Thompson and Holmes, Ltd., San Francisco, Calif.  
Horne-Wilson Co., Miami, Fla.

### Ironrite, Inc.

Two new distributors have been franchised by Ironrite, Inc.

Arnold Wholesale Corp., Cleveland, Ohio  
Price's, Inc., Norfolk, Va.

### Kaye-Halbert

Four television distributors have been appointed recently by Kaye-Halbert.

Taylor's, Inc., Dallas, Tex.  
Van Horn Distributing Co., Portland, Ore.  
Melody Sales, San Francisco, Calif.  
Kaye-Halbert of Long Beach, Long Beach, Calif.

### John Meck Industries, Inc.

Four new distributor appointments have been announced by John Meck Industries, Inc.

Frank E. Laffan Co., 167 Charlotte St., Rochester, N. Y.  
Globe Distributors Co., 320 Taylor St., Syracuse, N. Y.  
G & G Television, 101 Pryor St., Atlanta, Ga.  
Weiner Tire & Supply Co., 1324 Capitol Ave., Omaha, Neb.

### Sentinel Radio Corp.

Crandall Wholesale Co., Detroit, Mich., has been appointed a distributor of Sentinel radio and television.

### Mullins Mfg. Corp.

Two new Youngstown kitchen distributors have been franchised by the Mullins Mfg. Corp.

Bickford Bros. Co., Buffalo, N. Y.  
Tri-State Wholesalers, Providence, R. I.

### Nineteen Hundred Corp.

Eight new distributors have been appointed by the Nineteen Hundred Corp.

Western Appliance Corp., Denver, Colo.  
Curry's Wholesale Distributing, Nashville, Tenn.  
Richmond Hardware Co., Richmond, Va.  
Wholesale Appliances, Inc., Miami, Fla.  
Strevell-Paterson Hardware Co., Salt Lake City, Utah  
Federal Distributing Co., Oklahoma City, Okla.  
Prudential Distributors, Inc., Spokane, Wash.  
Gross Distributing Co., Newark, N. J.



Amazing new General Chef cooking-refrigeration combinations are available in GAS-ELECTRIC models (illustrated above), or ALL-ELECTRIC (refrigerator—110 volt; stove—110 or 220 volt; oven—220 volt). Also available—4 cu. ft. General refrigerator with Formica table top.

**GENERAL**  
air conditioning corporation  
Los Angeles 23, Calif.  
NATIONWIDE SALES & SERVICE  
**SAVE KITCHEN SPACE & DOLLARS**  
Send for data file today on **GENERAL CHEF**

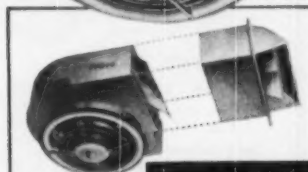
General Air Conditioning Corporation  
4542 E. Dunham St., Los Angeles 23, Calif.  
Please send me your data file on General Chef cooking-refrigeration combinations. Include specification data on the complete line of General refrigerators.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



*New!*  
**FASCO**

10 "CEIL-N-WALL"  
KITCHEN VENTILATOR,  
Model 1020



FAN AND OUTSIDE  
WALL HOOD ASSEMBLY

For ceiling  
mounting or in  
inside wall, directly  
above stove

- Designed in collaboration with America's largest builders . . . for quick, easy, inexpensive installation.
- New FASCO Turbo-Radial propeller, specially engineered for pressure through ducts . . . develops pressure unobtainable with ordinary fan blades. 3-speed control.
- Unique air intake prevents air re-circulation at inlet.
- Outside wall cap—aluminum . . . rustproof—has built-in balanced louvers. Overhang keeps out rain, drafts, cold.
- Beautifully designed . . . superbly finished . . . priced right.

FASCO wall ventilators are used by America's largest builders . . . 15,000 IN LEVITT HOUSES ALONE! The new FASCO "CEIL-N-WALL" ventilator will be a leader, too!

WRITE, WIRE or PHONE for complete information. FASCO Industries, Inc., 10 Union St., Rochester 2, N.Y. (Phone HAmilton 1800).



## DISTRIBUTORS APPOINTED

### Noblitt-Sparks Industries, Inc.

Capitol Light Co., Charleston, W. Va., has been named distributor of Arvin radios and television as well as the full line of Arvin electric housewares.

Van Dervoort Hardware Co., Lansing, Mich., has been appointed distributor of Arvin radio and television in central Michigan.

### Nelson Machine & Mfg. Co.

Four manufacturers representatives have been named by the Nelson Machine & Mfg. Co.

Jack Bouleis, Kirkwood, Mo.  
Charles E. Mockbee, West Los Angeles, Calif.

George Sheinman, Washington, D. C.  
Scott-Fitch Sales Co., Fort Worth, Texas

### Stiglitz Furnace & Foundry Co., Inc.

Southwest Distributing Co., Kansas City, Mo., has been named distributor of Stiglitz heaters in Missouri.

### Belmont Radio Corp.

Electric Sales and Service Co., Atlanta, Ga., has been named distributor of Raytheon television sets in Georgia and parts of the Carolinas.

### Thor Corp.

Thor Corp. has appointed the following home laundry appliance distributors.

Capital Radio & Television Co., Nashville, Tenn.  
Kane Co., Cleveland, Ohio

### Tele-tone Radio Corp.

Three new distributors have been franchised by Tele-tone Radio Corp.  
Fleming Industries, Memphis, Tenn.  
Gibson Co., Indianapolis, Ind.  
Forbes Distributing Co., Birmingham, Ala.

### York Corp.

Four distributors have been appointed recently by York Corp.  
Calcasieu Lumber Co., Austin, Tex.  
Clayton C. Smith Co., Williamsport, Pa.  
Hawes Electric Co., Huntington, W. Va.  
Modernized Equipment Co., Cincinnati, Ohio

### White Products

The following distributors have been named by White Products Corp.

Appliance Distributing Co., Columbus, Ohio  
Williams, Inc., Peoria, Ill.  
Stratton & Terstegge Co., Inc., Louisville, Ky.  
McWhorter, Weaver and Co., Nashville, Tenn.  
L. C. Lippert Co., Sioux Falls, S. D.  
Radio & Motor Service, Inc., Altoona, Pa.  
Commonwealth Sales Corp., Richmond, Va.

**25¢ a day or an hour**



**SELLS—**

- TV
- Refrigerators
- Washing Machines
- Furniture
- Other Electrical Appliances

with the

**A.B.T.  
COIN  
PAY  
METER**

**\$6.95**

(in small lots)  
P. O. B.  
Chicago

The ONLY low cost, completely automatic coin pay meter on the market!

The meter plan makes sales where everything else seems to fail. Many alert dealers are now promoting and cashing in with this unique meter plan.

You can use your customer's refrigerator or television set as the collection medium.

Write TODAY for further particulars on the A.B.T. COIN PAY METER. Linings set as desired, capacity \$13.88 in quarters only, small and compact, COMPLETELY AUTOMATIC.

ORDER YOUR SAMPLE TODAY!

NEW YORK OFFICE: 17 East 42nd St., Phone: Vanderbilt 8-0447

Distributors' inquiries invited

Illustrated literature and proven merchandising help is available upon request.

**A. B. T. MANUFACTURING CORP.**

General Offices and Factory: 715-723 N. Kedzie Ave., Chicago 12, Ill.

**FOR OVER 31 YEARS—**

The World's Largest Manufacturers of All Types of Coin Control Equipment

**THE ECONOMY SIX  
WALK-IN-ETTE  
"METAL LINED COOLER"**

IDEAL SIZE—tall enough to walk in, yet small enough to fit in 6 x 6 x 6  
COMPACT—prefabricated in just six, easy to assemble sections.  
ECONOMICAL—assembly line production assures lowest possible price. expert engineering, exhaustive factory testing assures low cost operation.



For Complete Information Write or Phone...

**UNITED REFRIGERATOR COMPANY**  
Hudson, Wisconsin

# The One and Only Scale with ELECTRIC DIAL LIGHT **COUNSELOR**

## DELUXE MODEL

The scale that has everything... beauty, accuracy, long life and the exclusive, intriguing, electric dial light that flashes on, illuminating the numerals the instant pressure is applied to the platform.

The Counselor DeLuxe is without doubt the finest scale ever built... and a value unequalled anywhere. Dial light is operated by a replaceable flashlight battery.

Model No. 449 is finished in an assortment of gay enamels with a chrome headpiece. Colors: White, Pale Jade, Sky Blue, Citrus Yellow,

and Shell Pink. Black ribbed rubber mat.

Model No. 479 is the same style in a gleaming all-chrome finish.

Counselor Models Available from \$4.95 to \$8.95



Write Today  
**THE BREARLEY CO.**  
ROCKFORD, ILL.  
NEW YORK OFFICE  
1125 BROADWAY

## Winter, Summer, Fall or Spring The LADIES' Choice is



THE PERFECT  
HOME HAIR DRYER



Retail Price  
\$14.95  
(with stand)

## SELL THE COMPLETE Master LINE



Write for catalogs and discount schedule.

Sunny really makes a hit with the ladies. Its graceful lines, tasteful colors catch the eye. When they try Sunny once the sale is made.

## NATIONALLY ADVERTISED

The story of Sunny's beauty... and its utility in the home is now being told in national consumer advertising. Order your stocks for display now from your regular wholesaler.

**Master** APPLIANCE MFG. CO.  
RACINE WISCONSIN

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## ORDER BY MAIL AND SAVE!

**Eliminates Damages  
and Costly Claims**

**NEW HAVEN QUILT & PAD CO.**

## PADDED APPLIANCE COVERS

REFRIGERATOR  
COVER \$13.95

Carrying harness extra. Waterproof, padded. Adjustable to fit 4 to 10 Cu. Ft. boxes. Wraps around completely.



## WASHING MACHINE COVER

\$9.00

Gives complete protection. Padded, waterproof. Height 48", diameter 31".

Covers for Automatic Washers... Only \$8 ea.



## GAS AND RANGE COVER

\$12.00

Easy to slip on and to remove. Fits over back guard, too. Width 42", depth 28", height 43".



**NEW HAVEN QUILT & PAD CO.**  
America's Largest Pad Manufacturers  
82-84 Franklin St., New Haven 11, Conn.

## Modern Merchandise Displays Need LIGHTED MOTION!

**KASSON** Model "712"  
**Roto-Sho**  
ELECTRIC TURNABLES

The ACTION  
Display-Way  
to Boost  
your Sales



MODEL "712" ROTO-SHO'S two-way, built-in electric outlet, permits novel, self-contained lighting effects by means of sliding contacts, as well as operation of electric devices while the turntable revolves three times a minute—lights turn with table! There's nothing like "712" to revolutionize your window trim and stop passersby dead in their tracks. Sturdy steel construction, guaranteed, it carries up to 200 lbs. 18" diameter table. All-over height just 7". A.C. only.



\* For winning displays, write TO-DAY for full information and our complete ROTO-PRODUCTS catalog

**GENERAL DIE AND STAMPING CO.**  
Dept. 65, 267 Mott St. • New York 12, N. Y.

**YOU DON'T HAVE  
TO BLOW ABOUT**

**Viking**  
WINDOW FANS



... THEY  
SPEAK FOR  
THEMSELVES  
WITH A LONGER  
PROFIT MARGIN

**Viking**

**AIR CONDITIONING CORP.**  
5601 Walworth, Cleveland 2, O.

Send me facts about the longer margin for  
extra profit on Viking Window Fans.

Name.....  
Company.....  
Street.....  
City..... Zone..... State.....

ELECTRICAL MERCHANDISING—APRIL, 1950

## Successful Home Service

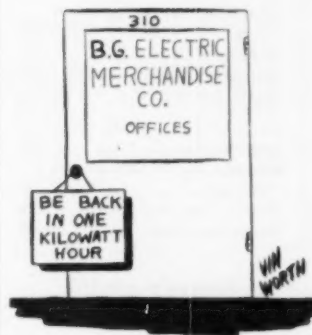
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activity, however, was issued as an overall advertising and sales promotion campaign on "Electricity—all the way; Electricity does it better, faster and at low cost," under the direction of M. L. Cummings. In 1948, this program included 6,500 radio spots, 61,200 col. in. of newspaper copy, cards in 200 buses, nine continuous billboards and 80 thirty-day billboards, and the insertion of 140,000 advertisements each month on company bills—a total program costing nearly \$100,000.

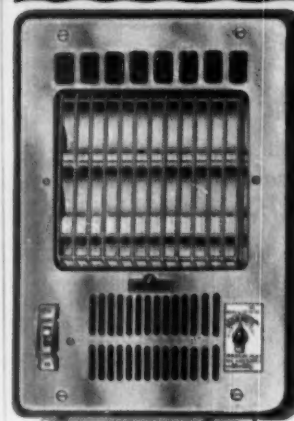
To bring emphasis to all the figures that have been used to illustrate the extent of Utah P&L's home service activity in developing homemakers who are electrically minded and who are buying from the retailers in that area, one must know the size of this company. With its wholly-owned subsidiary, Western Colorado Power, the system has only 140,524 residential and farm customers—a total that is less than the number of new 1948 customers on the lines of many larger utilities. Its territory of 23,000 square miles covers some of the world's most rugged terrain, from desert to mountains, where some communities are isolated by snow for weeks each year. Often a home service girl must drive more than 50 miles over unimproved mountain or desert roads between communities that may have no more than 50 to 75 customers. The company figures that during the six winter months, the home service girls outside Ogden and Salt Lake City, can work only three of each five days because of delays in travel.

And for those who might feel that the utility has had a cinch selling electricity in that area, it should be noted that one of the big industries within its territory is coal mining, that 75 percent of all its customers have access to natural gas for which the rate was reduced 30 percent in 1948. LPG is available in most sections.

More likely, the success that brought appliance dealers in that area \$103 per home in business in '48, and gave the utility a 4 percent increase in net profits, was aggressive selling of electrical living, an activity in which the whole company shared and in which the Home Service Department was an important factor. *End*



# HEETAIRES



give you  
**EVERYTHING**  
your  
**CUSTOMERS**  
want...

- ★ 1000 to 6000 Watts
- ★ Built-in or External Automatic Thermostatic Heat Controls
- ★ Radiant, Black and Fan-Forced Heat
- ★ Wall-Inserts, Wall-Surface Attachables and Portables

UL  
SERIES 230 HEETAIRE . . . 1200 TO 3000 WATTS WITH OR WITHOUT BUILT-IN THERMOSTATS

Tested & Listed Under Reexamination Service by Underwriters Laboratories, Inc.

There's a HEETAIRE for every purse and purpose . . . and when you sell HEETAIREs, you sell the right electrical space heater for both! And that means more sales and more profits for you!

**DEALERS:** Write us for your free "GUIDE TO QUICK HEATING"—and the name of your nearest HEETAIRE wholesaler.

**WHOLESALE:** Write us for the HEETAIRE sales-and-profit story—and the name of our representative in your territory.



**MARKEL LA SALLE**  
ELECTRIC PRODUCTS, INC. LIGHTING PRODUCTS, INC.

145 SENECA STREET

BUFFALO 3, N. Y.



## Now You Can Talk Price . . .

. . . and sell more dryers. The Taylor Dryer is the lowest-priced family size automatic clothes dryer on the market. No installation charge, either—plugs into any outlet (1200w, 110-20v, 50-60 cycles).



**Taylor**  
SUMMER BREEZE  
110 VOLT  
DRYER

**\$139.95**

Slightly higher  
in West

## You Can Talk Features, Too . . .

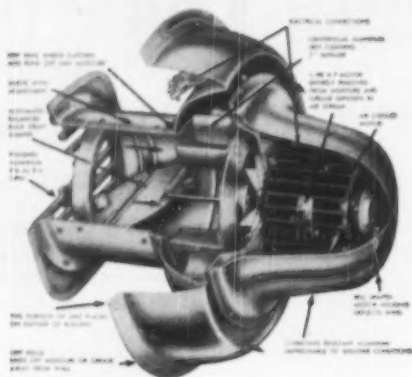
. . . easy on clothes—no rough-and-tumble, no lint . . . Sun-Lite ultraviolet lamp with automatic safety switch . . . safe infra-red heating units . . . twin pressure blowers . . . automatic timer, separate heat switch . . . Easy-Slide rustproof drying rack, open-end hangers . . . white baked enamel finish . . . cabinet 30" wide, 24" deep, 36" high to sorting counter.

**THE TAYLOR CORPORATION**  
ALLIANCE OHIO





## THE Kitchen-Aire EXHAUST FAN Is DIFFERENT . . . !



Different, because it is **FIRE-SAFE**, grease laden air is **NOT** drawn over motor:  
Different, because intake grill may be mounted above cooking range even on inside wall;  
Different, because ordinary 6" stove pipe will serve for making connection between intake grill and exhaust fan;  
Different, because it is **QUIET**, operating mechanism is mounted **OUTSIDE** the wall;  
Different, because it is weatherproof, back draft damper protects against heat loss, operating mechanism is housed in corrosion-free aluminum.  
Yes, the Kitchen-Aire is different. It is electrically operated, can be installed anywhere in new or old houses, keeps kitchens cool and odorless, bathrooms and recreation rooms fresh and basements dry. Underwriters Approved. Advertised in Better Homes and Gardens. A fast seller! Inquire today!

**STEWART MANUFACTURING COMPANY**

3202 E. Washington Street

Indianapolis, Indiana

## • WHY DO BEN-HUR FARM & HOME FREEZERS SELL FASTER, EASIER?



"It is easier to sell BEN-HUR Freezers." That's what dealers say who have had a chance to show and sell different makes of freezers. Sales and production records confirm this, too.



BEN-HUR 12.5 cubic foot size. Others, 9.2, 18.45 cubic foot capacities.

Guaranteed by Good Housekeeping

One reason is that the outstanding modern design and beautiful BEN-HUR BLUE color trim get immediate and enthusiastic attention of your shoppers—eye appeal that gives you a chance to enlarge on other BEN-HUR superiorities. You can point to many PLUS values... sturdier life-time construction, counter-balanced, easy-lift covers, separate freezing compartment, all-around cold contact, hermetically sealed insulation, handy food baskets and racks, and many other features that assure improved food freezing and storage convenience, safety, economy.

Write today for all the reasons why a BEN-HUR dealer franchise is one of the most profitable in the industry!



**BEN-HUR MFG. CO.**  
DEPT. EM, 634 EAST KEEFE AVENUE  
MILWAUKEE 12, WISCONSIN

**BEN-HUR FARM and HOME FREEZERS**

HEALTHFUL LIVING THROUGH FROZEN FOODS

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## HERE'S HOW McDONALD WATER SYSTEMS



### Bring EXTRA PROFITS within your reach

Sell the water system and you are on the inside track for accessory equipment and appliance sales. McDonald offers you the proven way of bringing this big profit within your reach.

For 94 years McDonald engineering skill and experience has been concentrated on manufacturing the finest water systems of their type. And McDonald makes a type and model for every need and every well. McDonald's full line plus high quality means you can cash in on every opportunity to sell water systems... and the accompanying big profit accessories and appliances. The result is greater volume and better profits for you.



Shallow Well Systems



Deep Well Systems

Hydro-Jet Systems for shallow or deep wells



See your McDonald Jobber or write for complete information.

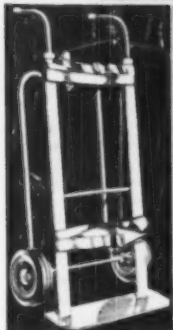
**A.Y. McDONALD MFG. CO.**  
DUBUQUE, IOWA

★ PUMPS  
★ BRASS GOODS  
★ OIL EQUIPMENT





More Manhours  
Saved per dollar  
spent with a "5505"



Rolls under load with minimum effort, 180 degree angle gives right approach.

180 load only to inch for balanced roll-away position, roll on ball bearings.

Only 1" clearance between glider roll and fire bottom when still climbing.

1" tubular steel frame, weighs only 38 lbs., provides maximum strength for 450 lb. loads.

## GLEASON "5505" Appliance Handler is easier to use!



The right way to handle appliances is the easy way, with a Gleason "5505" Appliance Handler. Finger-tip balance under load, turns on a dime, big 10" ball bearing puncture-proof tire wheels. Heavy felt padded support plates, and safety web straps. 23 feet of securely welded steel tubing... topped off with a beautiful white finish. Ask your jobber, or write the factory.

**GLEASON CORPORATION**  
528-534 N. 9th St. Milwaukee 3, Wis.

DISTRIBUTORS: A few select territories still open for service-minded distributors.

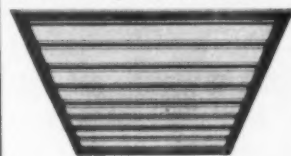
## AIR-FLO AUTOMATIC CEILING SHUTTER



TOP VIEW - OPEN - LESS MOULDING

### FOR ATTIC FANS

Built so they can be installed practically flush with the ceiling. AIR-FLO Ceiling shutters present a refined, finished appearance. Their natural aluminum color blends with any decoration, eliminating need for painting and no grille or winter cover is required. Furnished in 5 different widths, single panel up to 73" long. No operating mechanism shows. Built-in fusible link. Meets fire underwriters' requirements. Write for illustrated catalog 43A of the complete AIR-FLO line.



VIEW FROM BELOW - CLOSED (with moulding)

## AIR CONDITIONING PRODUCT CO.

2340 West Lafayette Blvd.  
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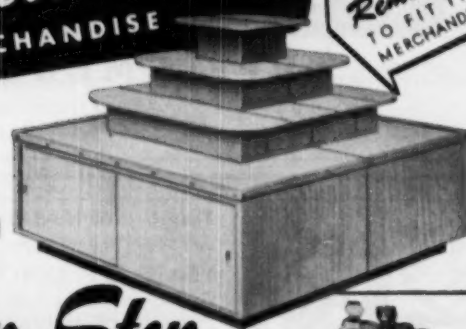
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# Sell More MERCHANDISE

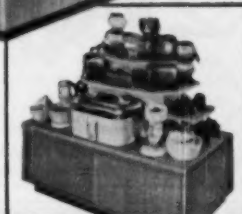
WITH  
New,  
MODERN



## Flexo-Step

### STORE FIXTURES

- All Merchandise Displayed where it is Easy-to-See, Easy-to-reach.
- Over 50% More Selling Space than conventional store equipment.
- "Head-On" and "Side-Unit" Models to make 5'x5' and 5'x10' Islands.
- "Side-Units" Also for Modern Flexible Wall Section Displays.



Inset illustrates ease of displaying merchandise of varying sizes on FLEXO-STEP. 24" high base sections with sliding doors provide storage for reserve stocks. Modernize—sell more with FLEXO-STEP.

NARDA Members contact your Chicago Office

For Full Particulars, Write:

**ADD SALES CO.**

714 Commercial St.  
MANITOWOC, WIS.

## END THE CATALOG MESS

Neat from the customer's side! User has catalog data at correct reading angle with both hands free. Binding in 1-inch sections permits instant pick-out and replacement. Each section has its place, cannot slide. To change sheets, you handle only 1 section; section instantly removed and instantly replaced. Order additional sections as your needs demand.

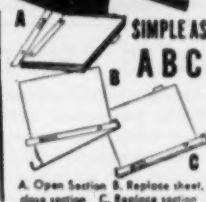
Get **EVER READY** Loose Leaf Catalog Holders **NOW!**



\$565

### Save Time, Temper, Money!

Do you use loose leaf data in buying, selling, specifying? Then you need EVER READY. Every catalog sheet is instantly available and in place. No delay, no annoyance, no chance to mislay any sheets or to miss related sheets and items. Each section holds one inch of punched sheets. Each section stays in place, yet is removed or replaced instantly. Remove any single section for page replacement without disturbing the balance of the whole set. EVER READY is lifetime built, handsome. Tens of thousands in use. Order yours today!



A. Open Section B. Replace sheet, close section C. Replace section

### ORDER TODAY! ALL SHIPMENTS EXPRESS

Geneva Mfg. Co., 428 Stevens St., Geneva, Ill.

Gentlemen: Please ship me:

No. 12 EVER READY Holder, 15 in. wide,

12 1/4 in. deep, 5 1/4 in. tall. Sturdy steel,

dark green baked enamel. Capacity 12 sections. With wings and 2 sections: \$5.65 Ea.

No. 34, like No. 12. With wings and 2 sections. 29 in. wide, 17 1/4 in. deep. Capacity 24 sections: \$8.50 Ea.

Add 1 Section, \$1.00 Ea.

NOTE: Check Kalamazoo 4 post ☐ Ring Binder 3 post ☐

Company

Address

City

State

**MONEY BACK GUARANTEE!**

# THE MERCHANDISING SUPPLEMENT

Products • Services

- APPLIANCES
- SPECIALTIES
- ACCESSORIES
- EQUIPMENT
- TOOLS
- INSTRUCTION
- PARTS
- MATERIALS
- REPAIRS

FOR MORE SALES — FOR MORE PROFITS

## UNDISPLAYED RATE:

\$1.50 a line an insertion. Minimum \$6.00.  
(First line small black face type.) Fractional line counts as line. 10% Discount if full advance payment is made for 4 consecutive insertions.

## DISPLAYED RATE:

\$17.50 per inch per insertion. Contract rate on request. (An advertisement inch is measured vertically 1/4 inch one column. There are 4 columns—48 inches to a page.)



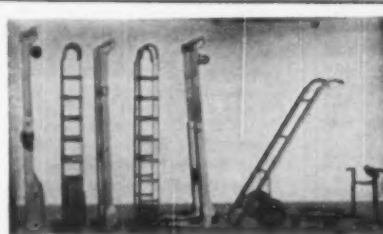
## Tough jobs MADE EASY WITH THE NEW YEATS APPLIANCE DOLLY

You'll have no worries about second story deliveries when you use the dolly with the Step Glide. Climb those steps with less effort, in less time, and with more safety. The 56" tall aluminum frame has curved cross members for round appliances, straight slide on back for quick, easy loading, and a felt padded front. YEATS IS THE ONLY DOLLY WITH PATENTED STRAP RATCHET. Write for full information.

YEATS APPLIANCE DOLLY SALES CO.

2124 North 12 Street

Milwaukee 3, Wis.

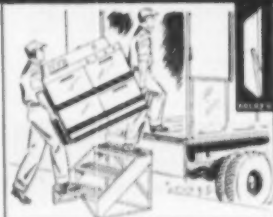


Most complete line of appliance carrying equipment. Magnesium and steel trucks, ball bearing caterpillar trucks, pneumatic wheel trucks, dollies and rubberized carry all handles. For proper appliance carrying equipment—

WRITE FOR CATALOGUE

KEEN MFG. CO., 505 DOGWOOD, HARLINGEN, TEXAS

## WALK ON and OFF



## with an E-Z-Step

Just set up in a few seconds in back of truck and load your heavy appliances E-Z-E.

SAVE Accidents—Time—Damage. E-Z-LIFT Kit used to handle range, (shown). Special offer for first 25 orders. Write Neal Products Co. Marlboro 24, Mass. Today.

## FRANTZ

MANUFACTURERS OF

## WASHING MACHINE PARTS

3650 EAST 93rd ST. • CLEVELAND 5, O.

## LOVELL WRINGER ROLLS

Factory Machined Rolls Save Time

## WASHER AND IRONER PARTS

IRONER PADS AND COVERS

ALL SIZES FOR ALL MAKES

## OHIO WASHER COMPANY

1225 Superior Ave. Cleveland 14, Ohio



## PERMANENT REPAIRS

Quickly, Easily Made

8 sizes for all types of domestic

appliances and industrial uses.

Write for Catalog

MEND-IT SLEEVE MFG. CO.

6006 York Ave., Oakland 18, Calif.

## FREE Our 462-page CATALOG of FREE

Washing Machine & Vacuum Cleaner Parts.

Save money by ordering all your supplies from one dependable source.

Quality, Service, Low Prices

## MIDWEST APPLIANCE PARTS CO.

3045-51 W. Fullerton Ave. Chicago 47, Illinois

## MOVING & WAREHOUSE SUPPLIES

Write or phone today for free illustrated price

catalog "D"—featuring—Appliance Covers and

Pads, Appliance and Carrying Straps, Transparent

Appliance Covers, Porcelain and Furniture Repair

Kits, Refrigerator and Appliance Trucks, Dolly

Trucks and Carters, Protective Finish Wrapping

Paper, etc. SPECIAL LOW PRICES.

## ELKAY PRODUCTS CO.

323-27 West 16th St., New York 11, N. Y.

Phone WAtkins 8-1148

## HEATING ELEMENTS

Trade Appliance repair shops, write for list of stock

items. EXACT FIT and voltage for normal stand-

ards makes of Radiators.

Parts Jobbers and Agents inquiries welcome.

## H. & H. ELECTRIC MFG. CO.

1424 Ala. Ave. Bessemer, Ala.

## PRINTED CELLOPHANE

Colorful • Self Adhesive • Cellophane processed in Rolls. Easy to buy • Easy to apply • used for Packaging • Point of Sale advertising • Parts marking and Australia Wire terminal identification.

## TOPFLIGHT TAPE • YORK, PA.

## This MERCHANDISING SUPPLEMENT Section

is an adjunct to other advertising in this issue with these additional announcements of products and services of special interest in the sale and servicing of electrical appliances and in other merchandising opportunities.

## Electrical Merchandising

# SEARCHLIGHT SECTION

CLASSIFIED ADVERTISING

OPPORTUNITIES: SELLING . . . EMPLOYMENT . . . MERCHANDISE . . . BUSINESS

## RATES:

UNDISPLAYED: \$1.50 a line, minimum 4 lines. To receive advance payment, count 1 average word as a line. INDIVIDUAL EMPLOYMENT WANTED: undisplayed advertising rate is one-half of above rate, payable in advance.

BOX NUMBERS—Care of publication New York, Chicago or San Francisco offices count as one additional line. DISCOUNT of 10% if full payment is made in advance for 4 consecutive insertions.

DISPLAYED: INDIVIDUAL SPACES with illustrations for prominent display of advertisements. The advertising rate is \$10.25 per inch for all advertising appearing on other than a contract basis. Contract rates quoted on request.

AN ADVERTISING INCH is measured 1/4 inch vertically on a column—4 columns—48 inches to a page. Copy for new advertisements received by April 15th will appear in May issue, subject to space limitations.

## SALES REPRESENTATIVES WANTED

A nationally-known electrical appliance manufacturer, due to change in top management, contemplates making several changes in territorial allocations and present sales representatives throughout the U. S. Products are now marketed through electrical, drug, hardware, chain and variety store jobbers. Consideration will be given to the highest type of manufacturers' representatives having proper man-power with the will to do a complete sales and detailing job. Give complete details of experience, lines handled, territory covered, man-power and all other data of interest.

NW-2485, Electrical Merchandising  
320 N. Michigan Ave., Chicago 11, Ill.

## FACTORY REPRESENTATIVES

wanted by manufacturer of nationally known table electric stoves, well established with the jobbers trade. State territory and other products handled.

STANDARD HYGRADE ELECT. CO.  
1372—39th Street Brooklyn 18, N. Y.

## WESTERN NEW YORK

Electric Contract and Appliance Business, including Television. Work ahead for months. Fast growing community. Owner must sell account health.

J. H. FORTMILLER  
NEWARK, NEW YORK

REPLIES (Box No. 1): Address to office nearest you  
NEW YORK: 320 W. 42nd St. (18)  
CHICAGO: 320 N. Michigan Ave. (11)  
SAN FRANCISCO: 68 Post St. (4)

## SELLING OPPORTUNITY OFFERED

SALESMEN WANTED: To sell Family Sewing Machines & Supplies to Sew-Mach dealers, Elec. Appl. & Furn. Stores.—All over the country. BW-6652, Electrical Merchandising.

## SELLING OPPORTUNITIES WANTED

MFR'S AGENT selling just one top Electrical line for leading manufacturer in Wisconsin and Minnesota to all desirable Electrical Appliance, and Hardware Jobbers and Dept Store and Industrial Accounts. Will build volume with present customers and will add new customers for reliable manufacturer seeking to expand distribution through these channels for apparatus, supply, or appliance items. RA-2291, Electrical Merchandising.

MANUFACTURERS FORMER Sales Promotion Mgr. with good jobber contacts in Ohio and Michigan interested in lines to sell Electrical Housewares—complete fan line. Interested in nationally advertised products. RA-2515, Electrical Merchandising.

## BUSINESS OPPORTUNITY

### Attention Manufacturers:

New York export firm, 20 years experience, agencies abroad, own packing and shipping dept., seeks exclusive export distribution of refrigeration equip. and electrical appliances. BO-6115, Electrical Merchandising.

## Exclusive Electric and Gas APPLIANCE BUSINESS

For sale in beautiful Geneva, N. Y. This business was established 25 years ago and carries top exclusive franchise. 1949 Gross Sales \$150,000.00, average inventory carried \$25,000.00. Will sell one-third interest \$12,000.00, equal partnership \$18,000.00 or entire business \$36,000.00.

BW-2487, Electrical Merchandising  
320 W. 42nd St., New York 18, N. Y.



## CRAWLS

On Roller Bearings  
Up and Down Steps... Over Obstructions...  
Rolls Smoothly Over Flat Surfaces



- Patented Roller Bearing Crawler Tread
- Sturdy Construction - Aluminum, Steel or Wood
- Safety Straps
- Patented Strap Tightener



Model S-2-S-T

Never have you or your men experienced such complete utility with comfort as that offered by the Escort hand truck. No lifting... no fatigue. Carries a full load safely up and down steps, over obstructions. This truck simply crawls over on roller bearings.

Write for Catalog.

### Stevens Appliance Truck Co.

OLD SAVANNAH ROAD P.O. BOX 247  
AUGUSTA, GEORGIA



Prompt Delivery on

## CORD SETS!



The home of good Cord Sets, can provide the quality, quantity, and service you need.



### CORD SETS FOR:

- Television
- Clocks
- Radios
- Portable Tools
- Electrical Appliances
- Refrigerators

"Columbia's" Cord Assemblies are made at the finest Underwriters Approved cord and plugs.

We stock U/L appliance hookup wire from 22 to 16 Ga. for immediate delivery. 10 colors available.

### COLUMBIA WIRE & SUPPLY CO.

2850 IRVING PARK ROAD  
CHICAGO 18, ILLINOIS

"National Distributors and Warehouse for Amcora Densheath Television and Radio Wire and Cables."

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(Classified Advertising)

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This index is published as a convenience to the readers. Every care is taken to make it accurate, but ELECTRICAL MERCHANDISING assumes no responsibility for errors or omissions.

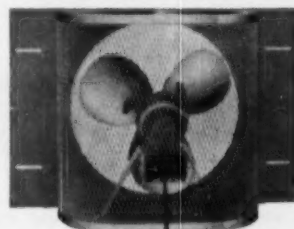
**BALDOR** home coolers  
SINCE 1920

## SATISFY

Smiling customers are yours if you sell them Baldor—the home cooler that is big enough for the job.

A powerful motor permits use of a deep pitched blade—Result: Quick Effective, Satisfactory Cooling.

Sell your customer Baldor. He'll be your friend and will bring his friends to you.



At left W20A, \$69.50  
Electrically Reversible  
20" Blade 1 1/6 H.P. 1100/800 R.P.M.

### OTHER TYPES

W16V, 16", 1/8 H.P. \$49.50  
W20V, 20" 1/6 H.P. \$59.50  
W24A, 24" 1/4 H.P. \$84.50  
W20A & W24A Are Reversible

Other Types Are 2 Speed One Direction

### Additional Selling Features:

Ball Bearings Are Lubricated for Life.

Quiet Direct Drive. Motor Is Rubber Mounted.

Guaranteed FIVE Years.

A few choice territories open to manufacturers' agents calling on dealers.

For dealer franchises write factory.

**BALDOR ELECTRIC CO.** 4351-67 DUNCAN AVE., ST. LOUIS 10, MO.  
ELECTRICAL SPECIALISTS SINCE 1920

## To Manufacturers of...

## APPLIANCES • RADIOS • TELEVISION

## Your advertisement in ELECTRICAL MERCHANDISING will...

- Announce new products to the largest number of retailers in the shortest time, at the lowest cost.
- Acquire new dealers in "open territories" and improve the type of distribution in current markets.
- Keep dealers sold on the line after they have signed up.
- Increase dealers' appreciation of the value of the franchise.
- Get dealers and sales clerks to spend more time in selling the advertiser's line.
- Educate the dealer on how to sell a product.
- Help stimulate volume in off seasons.
- Show the trade how to sell-up... selling-up by promoting higher-priced, higher-profit lines.
- Increase the effectiveness and use of point-of-sale literature and displays.
- Sell the soundness of a "house policy" and a company's stability.
- Get dealers to compare "lines" as to their relative completeness... turnover, etc.
- Support and augment the dealer contacts which are made by the advertiser's own sales force.

It pays to let...

## ELECTRICAL MERCHANDISING

... tell your dealer story

ABC • 330 West 42nd Street, New York 18, N.Y. • ABP  
A MCGRAW-HILL PUBLICATION

# Billion-Dollar Baby

A GOODLY portion of this issue is devoted to an examination of the sales and profit potentialities in the electric housewares industry. Only on rare occasions have we seen fit to allocate such a large percentage of our editorial space to a single type of product, or group of products. In the present instance, we believe that this emphasis serves a timely purpose; it will help to focus the attention of the trade on a business that for too long has been merely taken for granted.

This issue is doubly timely in that it is planned to coincide with one of the most impressive national promotions ever to be staged in the industry. Under the sponsorship of the Electric Housewares Section of the National Electrical Manufacturers' Association, a national advertising campaign, embracing all types of recognized small appliances, is scheduled to get under way this month. Spearhead of this drive will be National Electric Housewares Week which runs April 14-21. In addition, most of the manufacturers of nationally-advertised products in the field are planning their own individual promotions to tie in with the event.

It is obvious, of course, that if retailers generally fail to take advantage locally of the tremendous impetus provided in this national promotion, much of its usefulness will be dissipated. National promotions are designed to overcome inertia, to get the ball rolling, to capture the attention of the public and to stimulate the buying urge. They have succeeded in the past and, if the trade is alert to its opportunity, the present campaign will achieve the desired results.

Unfortunately, there are many dealers who look on electric housewares as merely traffic items that should sell themselves. They stick half a dozen irons, toasters or mixers on a table, put some clocks on a shelf, dust off a few heating pads and then wait for customers to ask for them. When the hot weather rolls around, they dig some fans out from under the counter. From time to time, they wonder vaguely whether they should stock liquefiers, or electric blankets, or shavers, or door chimes. But then they decide to "wait and see" and turn their attention once more to their real business—refrigera-

tors, washers, ranges, radio and TV sets, etc. That's where the money is made! It would never occur to them to question the fact that major appliances require demonstration, trained salespeople, advertising, display, trade-ins and service, or they wouldn't be sold. But, because the dollar volume in these major items looms larger, energy and money are poured into the sales operation to move them in volume.

Meanwhile, electric housewares, which yield a good profit, involve little in the way of credit, incur no delivery charges and are responsible for much of the store traffic, are allowed to shift for themselves. Selling them is often relegated to a minor employee who is often unable to explain features that differentiate one model from another; demonstrations are the exception rather than the rule; advertising is too infrequent and too unimaginative to be effectual; display is of the hit-or-miss variety; and even service (which can be one of the most fruitful sources of new prospects and customers) is looked upon as a necessary and unprofitable evil.

Yet there are just as many dealers who have found that electric housewares pay off handsomely when given a chance. They have found the returns commensurate with the sales effort expended. Not for nothing have these numerous small appliances, which have found their way into millions of homes and become household necessities, been dubbed the "bread and butter" items in a dealer's business; the items that take care of the rent. So numerous and diverse have they become, they rate the full time attention of the dealer.

Even last year, when business in small appliances was off badly, the public managed to plunk down over half a billion dollars for them. With any kind of selling steam, 1950 might well see this total pushed to the billion-dollar mark.

But the care and feeding of this billion-dollar baby is up to you...

*Laurence Wray*

EDITOR

# Now! Lovell announces AUTOMATIC POSITIONING available for all Lovell wringers

NO MORE  
FUMBLING FOR  
POSITION-LOCK LEVER!



**Only on Lovell-equipped washers!**

## Brings new washday ease to America's leading washers

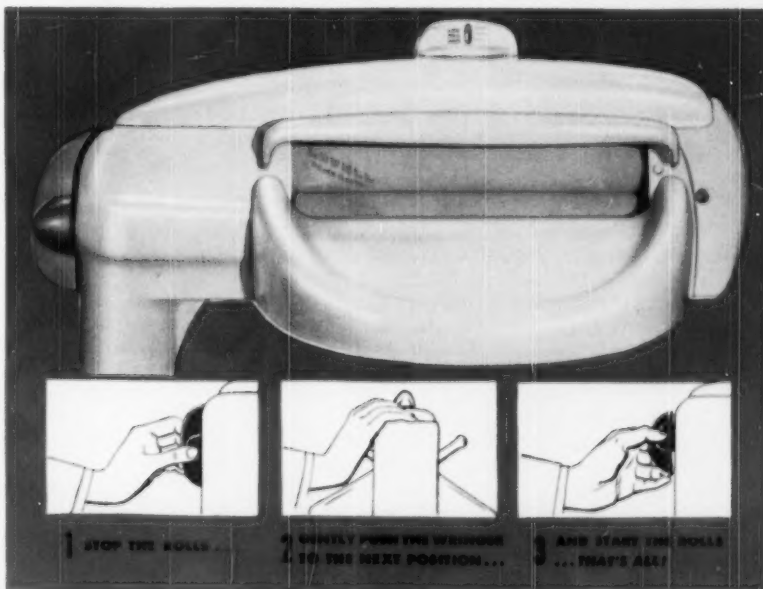
Up to now Automatic Positioning has been available only on Lovell's "77" wringer—but thanks to a new type wringer head—it will soon be available on *all* Lovell wringers!

The new Automatic Positioning head, designed by Lovell, *does away with the position lock lever entirely!* No more reaching or fumbling for the release lever in hard-to-get places! To swing the wringer just stop the rolls and give the wringer a gentle push.

With the new Automatic Positioning wringer head you get more safety, convenience, and ease of operation than ever before. Look for Lovell wringers with Automatic Positioning soon. Many leading washer manufacturers are now planning to include it in their new models.

Automatic Positioning is just one more exclusive feature that makes washday easier for your customers—and it's one more Lovell feature that helps you sell more Lovell-equipped washers. Lovell Mfg. Co., Erie, Pa.

**WRINGER-TYPE WASHERS ARE YOUR BREAD AND BUTTER—THE BEST ARE LOVELL-EQUIPPED**



**PRESSURE CLEANSING WRINGERS**  
*with Automatic Positioning*





## "They always follow through!"

"The longer I do business with Kelvinator . . . the more I like their method of operation. For never once, in all the years I have had my Kelvinator Franchise, has the company failed to come through with ideas that help me move products from my store!"

"My Kelvinator Franchise book says this: *'An integral part of Kelvinator sales planning is the policy that no sale takes place until the product moves from the Kelvinator retailer's floor into the customer's home'*."

"Those are not idle words. Kelvinator means every one of them. And the words are brought to life and given real meaning every year in my store by Kelvinator."

"This year, Kelvinator has come forward with a sales promotion plan that, to my way of thinking, is a real powerhouse. It's Kelvinator's EXTRA-VALUE DEMONSTRATION, with 'see for yourself' proof that Kelvinator gives more for the money!"

"You know, here is something with plenty of drama and excitement. It's something that gives my customers real reason

for visiting me . . . that gives my salesmen something they can really get hold of as they tell people why they should buy Kelvinator!"

"If Kelvinator stopped at this point—by following their quality products through with strong sales promotions—I'd say that they did a good job. But Kelvinator doesn't stop here. Through consistent retail-minded advertising, Kelvinator is inviting all the people in my neighborhood to drop in and see my EXTRA-VALUE DEMONSTRATION. Through the Vocation-In-Sales program, Kelvinator has trained my salesmen to follow through when they greet customers in my store!"

"Because of Kelvinator's retail-minded thinking—that starts at an engineer's drawing board . . . and then continues, step by step, right into my customers' kitchens—I'm assured of maximum sales, a constantly growing business, a constantly sound business."

"Yes, Kelvinator follows through. And that's one of the great reasons why my Kelvinator Franchise is the most valuable one I own!"

GET MORE *Get* **Kelvinator**

...THE MOST VALUABLE FRANCHISE IN THE APPLIANCE INDUSTRY

KELVINATOR, DIVISION OF NASH-KELVINATOR CORPORATION, DETROIT 32, MICHIGAN